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Holiday Surge Not Up to Former Years

High Level of Recent Months Reduces Usual Upward Trend of Season

THE 1941 holiday season looms as the best in radio's history. But the Christmas ratio of increase over late fall time sales is not likely to show the marked peak customary in past years.

In a survey of broadcast stations, networks, agencies and advertisers throughout the United States and Canada, BROADCASTING staff representatives have sifted replies from a large number of executives. These replies in general indicate a moderate upward trend during the holiday season, following record autumn business.

Autumn business among radio stations exceeds that of any past year but the holiday season will encounter a new set of market factors involved in defense, an industrial boom and world confusion.

Heavy Items Down

Heavy commodities, such as automobiles, stoves, refrigerators, and articles of the sort are encountering priorities problems and production curtailment. Ordinarily these items are responsible for much of the intensified radio advertising during the holiday season. And some national spot users leave the air during each December.

On the other hand, a considerable activity is noted among advertisers selling quick-turnover items and luxury goods in special demand at the holiday season. For example, FM radios along with cosmetics and jewelry are receiving attention in a number of metropolitan markets. Local retail jewelers in some cases are planning busy radio campaigns in the hope that the approaching season will be a record-breaker.

In the jewelry field the Elgin Watch four-week holiday program featuring Shirley Temple on CBS may start a new type of holiday advertising. The intensive Elgin campaign will involve a heavy expenditure for a four-shot broadcast series, and the industry will be watching results with interest.

Year-Round Users

An encouraging factor is the increasing interest in radio shown by department stores all over the country. Station managers report more inquiries from the larger retail outlets than in any past season. In some cases the stores are taking their time until they can analyze Christmas buying habits of the public. But it is indicated that warehouse stocks of merchandise are about on the level with those of the record 1929 season.

One reason for the easing of the usual holiday boom is the fact that many advertisers who used local radio in past years have become converted to the medium on a year-round basis. Others, moreover, place their campaigns in the late summer or early fall to insure availability of desired time.

While business is booming for most stations, considerable nervousness is felt over the business prospects for the coming year.

This perhaps is due more to uncertainty than to any actual indications of a letdown in time buying. Many executives believe that non-priority products will take up the slack caused by a shortage of heavy goods.

The survey by BROADCASTING staff members follows:

NEW YORK

FOLLOWING predictions made earlier this year that 1941 would be a banner year for radio advertising, the general trend of business in the industry is currently upwards, according to spokesmen of advertising agencies, station representatives, local stations and networks, interviewed by BROADCASTING'S New York staff in early November.

Asked specifically whether they thought the Christmas trade, expected this year to be larger than the record Christmas of 1929, was affecting radio, executives of New York stations reported little increase in schedules already in progress but some change in commercial copy to conform with the holiday season.

Elgin's Drive

A notable exception to this viewpoint is the special four-week Christmas program featuring Shirley Temple, to be sponsored on CBS by Elgin Watch Co., Elgin, Ill., starting Dec. 5. This series, which will promote Elgin watches as Christmas gifts, may indicate a new trend in concentrated national advertising for the Christmas season, one of the executives of a station representation firm observed.

Other exceptions in the more than 50 "negative" answers received on the question of special Christmas business, included reports on small campaigns by advertisers of such luxury items as FM radios, specially packaged cosmetics and jewelry. According to John H. McCarthy, vice-president of McCann-Erickson, New York, "local retail jewelers will spend more on radio this year than any previous years, with sales this Christmas expected to be the greatest in history—greater, even, than in 1929".

Gruen Watch Co., Cincinnati, for instance, has prepared five-minute transcribed programs promoting its watches for distribution to local dealers. Also DeBeers Consolidated Mines, Kimberly, South Africa, through N. W. Ayer & Son is sending its dealers for placement on local stations five-minute transcriptions featuring a dramatic skit on the timeliness of diamond gifts for Christmas.

Among the transcription companies reporting prosperous business, Star Radio Programs has sold more Christmas shows in October than ever before. Sales for the company's *Christmas Tree of 1941* series of half-hour scripts show an increase of 27% so far this year over 1940, with an excellent season indicated from orders now being received and from correspondence with clients.

Although most of the agencies interviewed were optimistic on the local time to be purchased during November and December, one executive of an agency handling a large amount of spot radio reported that local advertisers would definitely use less radio than previously, feeling that a normal course of Christ-

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SIGNED, SEALED AND DELIVERED, straight from the White House, newly-appointed FCC Commissioner Clifford J. Durr (left) examines his commission from President Roosevelt immediately after being sworn in Saturday, Nov. 1. Registering approval are FCC Chairman James Lawrence Fly (center) and Associate Supreme Court Justice Hugo L. Black, who administered the oath of office before about 40 members of the FCC staff, Mr. Durr's family and the press in Chairman Fly's office. Commissioner Durr, formerly general counsel of Defense Plants Corp. and assistant general counsel of the Reconstruction Finance Corp., was appointed for a full seven-year term from June 30, 1941, succeeding Commissioner Frederick I. Thompson, also from Alabama. Commissioner Durr left last Wednesday for a 10-day vacation at his home in Alabama. As his personal secretary he has brought from the RFC Mrs. Madge Warner. Also he has appointed as his assistant J. Radcliffe Maumenee, formerly assistant to Commissioner Thompson, who will serve until he leaves for active Army duty.

Transcription Groups Adopt Proposed Committee Standard

Smeby Warns, However, That Formal Approval Has Not Yet Been Given to New Characteristics

INDICATING practical approval of the transcription standards developed by the Recording & Reproducing Standards Committee, functioning since July under auspices of the NAB, Columbia Recording Corp. announced last week that it intends to include on Columbia transcription labels a statement that the recording conforms to the RRSC standards.

Following the CRC announcement, World Broadcasting System, pioneer in the transcription field, last Friday issued a statement outlining its attitude on the RRSC standards. The World statement pointed out that the vertical characteristics "now adopted by the NAB as the standard by which vertical recordings will be judged are the characteristics which World Broadcasting System set up 10 years ago and has maintained ever since".

Coincident with the Columbia announcement, made by William A. Schudt Jr., manager of the CRC transcription division, it was stated on behalf of NBC Radio Recording Corp. and Associated Music publishers that their transcribed products also conform to the RRSC technical specifications.

Word of Warning

Following the CRC announcement, caution was voiced last Thursday by Lynne C. Smeby, NAB director of engineering, regarding reference to the RRSC standards. Noting that the standards have not yet actually been approved by the NAB, he cautioned transcription maunfacturers against representing on labels at this time that their companies were conforming to NAB transcription standards.

"The recording and reproducing standards committee was formed at Detroit on June 26, 1941," Mr. Smeby explained. "Work on standards was started at that time and has progressed very satisfactorily. The committee at the last meeting on Oct. 23 adopted 15 standards and referred nine important items to subcommittees for further study.

"The work of standardization has not been completed. RRSC found that in some cases good standards had been formed by usage, and these were adopted formally by the committee. There are nine items still to be considered, and it is hoped that these can be resolved by the first of the year. After RRSC has finished its work, the standards must be adopted by NAB before they can carry a designation that indicates that NAB approves them. It is unlikely that NAB will not approve verbatim the final work of such a distinguished group of recording experts. However, the formality of approval must be gone through.

"NAB is extremely anxious that the work of the recording committee be completed as soon as possible. It then intends to publish the standards and give wide distribution and publicity to them."

World's Pioneering

"World's pioneering of standards over the period of a decade is well-known to all broadcasters," the World statement declared. "As a part of this program World placed matched reproducing equipment in hundreds of radio stations, a necessary step to properly reproduce the music of the first recorded music library in radio. And while the standards by which World produced these vertical transcriptions were established 10 years ago, constant research and development have been carried on to further improrve quality. Even at the present time World is carrying on an exhaustive research and development program to meet the highest demands of FM.

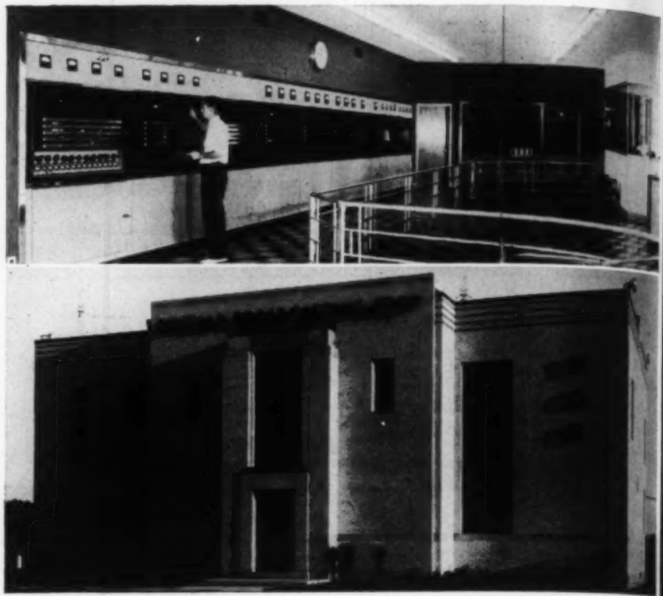
"World is also whole heartily cooperating with the NAB committee in establishing for the first time a standard for lateral recording. To effect this and in the further interest of standardization World has agreed to alter its highly individualized lateral characteristic to coincide with a common curve which the committee feels is more easily attainable by all lateral producers.

"In discussing these two standards now established by the industry, Percy L. Deutsch, president of World, stated:

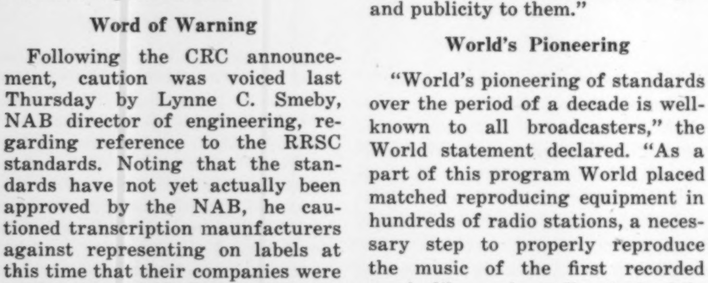
"'It is extremely gratifying to us that our vertical characteristic is now established as the standard which must be met by any manufacturers coming into this field. We can applaud the committee for filling the long felt need for a standard in the lateral field where lack of standards have encouraged a great deal of recording and reproducing which have been against the best interests of the whole industry.'"

Commenting on the CRC announcement, I. P. Rodman, CRC director of engineering and development, revealed that the lateral frequency characteristic accepted by RRSC had been in use by CRC's transcription division for two years.

"For the last two years CRC's transcription division has used this lateral characteristic because it represents the maximum in quality together with the minimum in surface noise," Mr. Rodman declared. "The fact that the NAB has adopted this characteristic justifies the judgment of our engineers, who put the CRC characteristic into operation in January, 1940."



NEW $350,000 PLANT of Buffalo Broadcasting Corp., accommodating both WGR and WKBW, was formerly dedicated Oct. 30. Power of WKBW now is 50,000 watts and the station has carried CBS programs since Sept. 28. WGR is an MBS outlet. The WKBW transmitter panels (top at left) extend 36 feet, with the WGR transmitter in background (right).



WESTINGHOUSE and Columbia officials participated in the Oct. 30 dedication of the new 50 kw. transmitter of WKBW, Buffalo (see photos at top of page). Caught at the transmitter were (l to r) V. P. Corbett, Westinghouse Buffalo sales executive; Hiram Deyo, president, Buffalo Broadcasting Corp.; H. B. Vidal, Westinghouse Buffalo district manager; I. R. Lounsberry, BBC executive vice-president; R. G. Harper, Westinghouse industrial superintendent, Buffalo; W. W. Rogers, Westinghouse publicity; Karl B. Hoffman, BBC director of engineering. Among Columbia network officials present at the ceremony were Edward A. Klauber, executive vice-president; M. R. Runyon, vice-president; H. V. Akerberg, vice-president; J. A. Gude, manager station relations. Neville Miller, NAB president, took part in a half-hour CBS program originating before civic and radio leaders.

ASCAP RECEIVING STATIONS' PACTS

CONTRACTS sent last week by ASCAP to all stations following the settlement of the ASCAP-CBS-NBC dispute, are being returned by the stations, with more than 100 forms already received, ASCAP reported last Friday. Present ASCAP licensees as well as stations not licensed by ASCAP have received the forms, which cover blanket and per program arrangements for both commercial and sustaining programs. Stations with ASCAP licenses may now change over to the contracts, reducing their fees from 3 to 2¼% for blanket licenses and from 1 to 8% under the per program plan.

At its Thursday meeting the ASCAP board decided that as contracts were now available to stations, there was no reason to continue its blanket permission for use of ASCAP music at football games over last weekend.

AT&T-Union Dickering

HOPE for settlement of the wage dispute between AT&T and the Federation of Long Lines Telephone Workers brightened as conferences between the groups resumed Nov. 7 and will be continued Nov. 10 before a panel of the U. S. Labor Dept. Conciliation Service. The union had threatened a Nov. 14 strike of 15,000 employes tieing up long-distance communications. Conciliation officials are understood to have objected to the alleged union violation of the rule barring fighting the controversy in the press.

Delay of Month in Monopoly Rules Ordered

Stipulation Ready; Hearing Set Dec. 15

A BREATHING spell of at least a month on the effective date of the FCC's chain-monopoly regulations was assured last Friday when the U. S. District Court for the Southern District of New York set Dec. 15 as the time for a preliminary hearing on the motions for a temporary injunction made by NBC and CBS in their all-inclusive equity actions challenging the FCC's jurisdiction.

Simultaneously, a stipulation between the parties was being perfected to stay the order of the FCC pending final determination of the motions by the statutory three-judge court to be convened under the suits brought Oct. 30.

Technically, the Nov. 15 effective date stands for the rules until the stipulation on postponement is filed with the court. But that is regarded as a formality. Since the court has established Dec. 15 hearing date, the FCC, as a matter of courtesy, will postpone the effective date at least until then.

Whether the three-judge court will sit Dec. 15 or at a later date was problematical, but it was expected the stipulation would provide for a stay until such time as the court acts on the motions for a preliminary injunction. This is preparatory to consideration of the merits of the network suits challenging the validity of the far-reaching regulations.

FCC Motion Ready

The FCC, through the U. S. Attorney's office in New York, was prepared to file a motion to dismiss the suits on grounds of lack of jurisdiction. Sam Brodsky, a member of the staff of the U. S. Attorney's office, designated as special assistant to the Attorney General, is handling the proceedings for the Government. The negotiations on the stipulation, plus the motions resisting the network suits, however, are being prepared by FCC attorneys, headed by General Counsel Telford Taylor and Assistant General Counsel Thomas E. Harris.

District Judge Henry W. Goddard, who presided when the network suits were filed Oct. 30, is expected to convene the three-judge court Dec. 15. Justice Learned Hand, senior circuit judge, is expected to sit on the statutory tribunal as presiding judge, with District Judge John Bright as the third member. He is the newest member of the court, having been named last June 2.

The stipulation postponing the regulations will be tantamount to a temporary restraining order. The precise language had not been finally approved as BROADCASTING went to press Friday. The networks, it is understood, were seeking to have it provide that the regulations will not become effective until a reasonable time after the court shall have disposed of the temporary injunction issue, which, if adverse to NBC and CBS, would allow them adequate time in which to adjust their business affairs with affiliates.

Whether the FCC will follow its motion to dismiss with a motion for summary judgment, which would be in the nature of a rarely invoked demurrer to throw out the network suits, was understood to be under consideration. MBS, which is steadfastly supporting the regulations, is expected to join in the FCC motions directly or through separate proceedings.

Counsel Negotiating

NBC announced last Friday that Judge Goddard had set 2:15 p.m. on Dec. 15 as the time for the "preliminary hearings on the motions in the suits recently commenced" by NBC and by its co-plaintiffs, WOW, Omaha, and WHAM, Rochester. Similar action, of course, was taken in connection with the separate CBS suit.

"Counsel for the parties," said the NBC announcement, "are negotiating stipulations for submission to the court, the effect of which will be to stay the orders of the FCC, pending final determination of the motions on Dec. 15". Both the motion to dismiss and the plea for an interlocutory decree will be argued simultaneously before the tribunal on Dec. 15.

All during last week, counsel for the FCC and the networks conferred regarding the nature of the stipulation covering the temporary restraining order. Without the stipulation, the court would have acted Nov. 7, but this became unnecessary when the understanding was reached that the parties would agree at least on this phase of the postponement. But it was just as clear that the Government and MBS would strongly resist issuance of a temporary injunction and would just as vehemently urge dismissal of the proceedings on jurisdictional ground.

Stations which have been in a quandary over compliance with the time option ban particularly have been advised informally by their networks, it is reported, that if an injunction is not procured, contracts will be modified to conform to regulations. Only MBS has formally notified its stations of its position, reiterating its opinion that the regulations are for the best interests of broadcasters, advertisers and the public.

Wow! Wham!

SIDE-LINE observers see in the NBC equity suits filed against the FCC chain-monopoly regulations a revealing, though perhaps only a happenstance determination, to give 'em both barrels. Joining in the NBC action were two affiliated stations, the explosive call-letters of which are WOW (of Omaha) and WHAM (of Rochester).

Despite the contentions of a complete upheaval of broadcast operations heard in many quarters, it was thought that even if the rules became effective immediate reaction would not be discernible. Most network business, it was pointed out, is contracted under long-term arrangements and only a minimum of business would shift as an immediate result of the ban on time options. It might be several months or even a year, it was pointed out, before the full impact of the regulations would be felt.

Fred Weber, MBS general manager, sent all of the network affiliates a memorandum letter, which he described as constituting notice that "effective immediately any provision of your Mutual affiliate contract which is, or can be construed to be in violation of the foregoing regulations, will no longer be in force".

The legal conferences on immediate procedure got under way shortly after the suits were filed. On Monday (Nov. 3), John J. Burns, chief counsel for CBS; John T. Cahill, chief counsel for NBC; Telford Taylor, FCC general counsel, and Thomas E. Harris, FCC assistant general counsel, conferred in New York on procedure taking into account the crowded court docket.

The Commission, at a meeting last Tuesday (Nov. 4), authorized the stipulation on postponement of the effective date of the rules, pending consideration of the motions for a preliminary injunction and the drafting of the dismissal motions by the Government.

Counter Claims

It was clear that the FCC desires to argue its motion to dismiss the entire proceedings at the time argument is heard on the temporary injunction. While there was some opposition to this from network counsel, on the ground that the issues were different, it was expected this course would be followed. The Government has 60 days in which to answer the actual complaints, or until about the first of the year.

It is expected also that counter-affidavits will be filed both by the Government and by MBS, opposing the contentions of irreparable injury and going to the jurisdictional phases filed on behalf of the plaintiffs. Affidavits were filed by Niles Trammell, NBC president; John J. Gillin Jr., general manager of WOW, Omaha, on behalf of the Red Network outlet, and Edward A. Hanover, vice-president of WHAM, Rochester, on behalf of the Blue Network outlet. CBS affidavits were filed by William S. Paley, president, and Herbert V. Akerberg, vice-president in charge of station relations [BROADCASTING, Nov. 3].

The FCC counter-affidavit, if that course is decided upon, presumably will bear the signature of Chairman James Lawrence Fly, who has been the moving spirit in the proceedings, and possibly of other staff members. Mr. Weber, for MBS, probably would supply that network's main affidavit, with supplementary pleadings by Alfred J. McCosker, MBS board chairman, or W. E. Macfarlane, president.

Because the proceeding is before a statutory three-judge court under the urgent deficiencies act, the way is paved for ultimate Supreme Court adjudication. Even before the case is heard on its merits, perhaps not for several months, both sides will have an opportunity, it is expected, to seek a Supreme Court review. If the court grants the networks' plea for a temporary injunction, it is entirely possible and regarded as likely that the Government would seek a Supreme Court ruling on the lower court's jurisdiction to issue the interlocutory decree.

Because of the nature of the proceedings, Supreme Court action probably would be expedited, it was thought. On the other hand, should the statutory three-judge court deny the temporary injunction and grant the motion to dismiss or the possible motion for summary judgment, it was expected the networks promptly would seek a Supreme Court review.

Meanwhile, all was quiet on the Department of Justice front, following the momentous Oct. 29 conference of counsel representing all three major networks with Assistant Attorney General Thurman Arnold and his staff, exploring the question of possible Sherman anti-trust actions in the light of the FCC chain-monopoly investigation disclosures. There was no indication whatever that the Department intended to act immediately. It was agreed that a second meeting would be held with Mr. Arnold before any course would be decided upon. No commitment was made by the Department that it would proceed, it was reliably understood, though such might have been inferred, and there was no suggestion that the proceedings would be criminal.

With briefs to be filed by the Government by early January, it

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Food Marketers Dissect Radio Selling

Low Income Class Gets Increased Attention

FOOD marketers must recognize the increased buying power developing in the lower income groups as a result of the defense campaign, A. C. Neilson, head of the A. C. Neilson Co. market research organization, last Thursday told the Associated Grocery Manufacturers of America, in New York.

As the generally conceded leader in reaching this buying group, Mr. Neilson said, radio deserves close attention in food advertising campaigns aimed at the lower income classes.

4.24 Hours Per Day

Citing figures resulting from the use of the Neilson audimeter on radios in several hundred midwestern homes, he said the lowest income group listened to the radio an average of 4.24 hours a day, while the next lowest group listened 3.85 hours a day, with the total listening time decreasing as incomes go up.

He said advertisers must watch radio trends closely in the future to see whether increased incomes for the lower groups result in any decided falling off of listeners in this group, explaining that the poor listen to the radio because it is their cheapest form of diversion, but might turn to the forms of entertainment as money becomes available.

Mr. Neilson also advised advertisers to check their types of radio programs to see whether they appeal to the income groups that are entering the market for their products for the first time. He pointed out that, from the standpoint of nationally advertised food brands, the immediate distribution problem is not so much to increase buying by upper income groups because they always have money to spend on these products, but the idea now is for each distributor of advertised brands to see that he gets his share of the lower income group customers who are able to buy his products for the first time.

Turning to the current experience in England, Mr. Neilson said continued advertising of national food brands, even in a scarcity market, has enabled the distributor to maintain one of his most valuable assets—his "consumer franchise" or goodwill. Fifty percent of British food firms, he said, continue their advertising despite the drastic paper shortage which has cut the size of daily papers. Out of 25 advertisements in one edition of a London paper, five were devoted to foods. He pointed out that the drastic British taxing system means that the money would go to the government anyhow, so as much as the the government will allow is being spent on advertising, where it helps maintain consumer franchises for branded products that might not be currently available in adequate qualities, but will go back on the market after the war.

British Food Copy

He analyzed British food copy appeals as follows: Eight percent institutional, apologies for shortages, etc.; 22% health appeals; 33% conservation and thrift; 33% product appeal; with only a negligible amount devoted to price appeal. He pointed to the new emphasis on health and conservation appeal, and said he has noted a definite trend in the U. S. toward stressing of the health and nutrition appeal. He indicated the food industry is entering into a battle with the drug industry over vitamin sales—whether consumers should continue the current trend of getting vitamins through concentrates, or through foods bought from the grocery shelf.

Mr. Neilson said the rise in earnings on the part of the lower income might result in a reshuffling of the food distribution market. For example, he said, housewives are now buying less flour and other ingredients used in home baking of bread, but are probably buying more bread. Consumer movement of food, he said, has increased only 3 to 4% on a tonnage basis during the last year, with no evidence of any appreciable amount of consumer hoarding or retailer profiteering.

On the other hand, he cited figures to show that, to date, advertised brands of foods in the U. S. have failed to benefit from increased purchasing power. He said that 5 cents out of the retail sales of an 11-cent product goes for distribution costs, and he urged food manufacturers to watch this figure carefully and use the money wisely or they will lay themselves open to militant consumers who would do away with the present system of distribution.

Aside from technical problems of the impact of the war effort on the food industry—an impact that has not been nearly as hard as in many other consumer industries, the convention was devoted to industry's relationship to the new national defense nutrition program.

Defense Angles

Although most Government nutrition men stressed the possibilities inherent in Government-science-industry cooperation as a means of selling good nutrition to the people, Federal Security Administrator McNutt, in charge of the defense nutrition program, and U. S. Public Health Surgeon General Thomas Parran, sparkplug of the program, struck disquieting notes. Both appeared to lean in the direction of non-competitive, cooperative, industry-wide institutional advertising rather than specific product plugging.

In praising industry efforts to help the Government promote the nutrition program and explain recent scientific advances to the average consumer, Mr. McNutt singled out for specific praise recent institutional newspaper and magazine campaigns undertaken by the millers, bakers, canners, and meat packers—as industries rather than individual companies.

Too Much Vitamin

Dr. Parran was even more blunt in his criticism of radio advertising, use of the vitamin theme for selling foods, and plugging of individual products. Instead, he suggested cooperative efforts to sell the entire nutrition program out of which, he said, would come benefit to all. Dr. Parran said:

"Speaking as a layman in advertising who listens to a large number of your ultimate consumers, I think the vitamin theme song is getting passé. In merchandising, it has become a bit reminiscent of the well known 'Jeannie with the Light Brown Hair' which the broadcasting systems sung to an early grave a few months ago. I think the lone hand has been played out. I think your strength will come from coordinated, forceful, long-range action. Nobody is asking you to be a philanthropist.

"Gov. McNutt said months ago, 'There is enough gold in this for everybody.' Your gold will come from perfectly legitimate profits possible from eliminating much of what you do at cross purposes to take away business from one another. There is going to be more food business than all of you can handle together. If you handle it properly together you can gain more institutional and individual good will than will follow from all the name bands or expensive radio comedians you can hire, or $50,000 national advertising contests."

However, the middle ground was taken by Russell Varney, chairman of the nutrition committee of the American Bakers Assn., and director of public relations for Standard Brands, who participated in the nutrition forum. He pointed out that the Government can and will help establish a strong nutrition program but cannot be expected to sell products, adding that the food industry can best aid the general nutrition program by first establishing a strong institutional campaign on adequate diets followed by individual product selling.

No Rationing Likely

While the food industry has certain defense problems, the position of the U. S. food industry in general probably never will be as bad as that of the food industry in England, according to Dr. M. L. Wilson, Agriculture Department

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PLANS for defense mobilization were discussed with NBC officials Oct. 30 by the Red Network Planning & Advisory Committee. The parallel Blue committee met Oct. 29 [BROADCASTING, Nov. 3]. At the Red meeting were (front row, l to r) James D. Shouse of WLW, Crosley vice-president; John J. Gillin, WOW, Omaha; Niles Trammell, NBC president; Paul Morency, WTIC Hartford; Frank E. Mullen, NBC vice-president and general manager. Rear row: Howard Lane, KMJ Fresno; S. S. Fox, KDYL, Salt Lake City; O. L. Taylor, KGNC, Amarillo; Leonard Reinsch, WSB Atlanta; Mark Woods, NBC vice-president, treasurer

. . . It takes more than being pretty or having a dimple in our knee to gain acceptance like this among advertisers in the FIRST THIRTEEN WEEKS *of station operation.*

- ***102 LOCAL ACCOUNTS***
- ***73 NATIONAL ACCOUNTS***

A New **BROCHURE AND COVERAGE MAP** Complete with Market Data . . . Just Off the Press . . .

Write for Your Copy!

WISH

INDIANAPOLIS, INDIANA

5,000 WATTS
1,000 NIGHT
1310 KILOCYCLES
N. B. C. BASIC BLUE

Free & Peters
• NATIONAL REPRESENTATIVES

Net Independents to Meet on Nov. 18

Permanent Setup Will Be Developed at Meeting

PERMANENT organization of Independent Broadcasters Inc., with the election of officers and directors, is projected at a general meeting of independent network affiliated stations to be held in Chicago Nov. 18 at the call of the temporary chairman, Eugene C. Pulliam, WIRE, Indianapolis, and William J. Scripps, temporary secretary, WWJ, Detroit.

Music Problems

Launched as a result of dissatisfaction with the NAB manifested in certain industry quarters, IBI does not propose at the Tuesday meeting, to be held at the Drake Hotel, to take up possible association with National Independent Broadcasters Inc. The invitation said the meeting is "solely of independent network affiliate stations" and "is not a joint meeting with the NIB group."

Ratification of agreements negotiated by the IBI Copyright Committee with ASCAP, which proved the final wedge in return of ASCAP music to NBC and CBS, will be a salient topic. Clearance at the source of transcriptions also will be covered, and at a meeting Monday (Nov. 17) the General Committee and Copyright Committee of IBI meets with representatives of some eight transcription companies as well as ASCAP and BMI in an effort to reach an agreement on clearance at the source.

Aside from organization matters, other topics on the six-point agenda include explanation and interpretation of the FCC chain-monopoly regulations including the option time question; organization of concerted opposition against superpower, and selection of a committee to institute negotiations for reduction of AT&T line charges, including press service lines.

Six Main Points

"You are invited to attend this meeting and participate in the discussions without any obligation to join Independent Broadcasters' Inc.," Messrs. Pulliam and Scripps advised station executives. "Your voice and your vote are needed to determine whether we want a permanent association."

Following are the six points enumerated in the invitation:

1. Final clarification and ratification of agreements negotiated by our copyright committee with ASCAP. You will get first-hand information regarding the revised ASCAP contracts. We believe our committee's work will result in a saving to each network affiliate of from $1,000 to $4,000 a year in clerical expense alone.

2. Explanation of agreements with the transcription companies regarding clearance at the source of transcriptions. Representatives of all the transcription companies, as well as of ASCAP and BMI, will be present.

3. Full discussion, explanation and interpretation of the FCC rules relating to chain broadcasting, including the question of option time. It will be well worth the time required to come to Chicago for this first-hand interpretation of the rules.

4. Organization of concerted opposition to superpower. Our superpower commission will explain the increasingly imminent threat of superpower, and will tell you how you can cooperate in meeting this attack on your station's existence as a network affiliate.

5. Election of directors and permanent officers of Independent Broadcasters Inc., as provided for in the bylaws adopted at our meeting on Oct. 14.

6. The selection of a committee to institute negotiations for a reduction of AT&T charges for all broadcast lines, including press service lines.

Technicians Strike Cuts Off WDWS

Picket at Newspaper Building Causes Six-Hour Silence

WDWS, Champaign, Ill., was forced off the air Thursday for six hours and 17 minutes when six technicians at the station belonging to IBEW Local 1213, affiliated with the ABTU, failed to report for duty in what was described as a "sympathy" strike in conjunction with a walkout of union printers on the three Champaign-Urbana newspapers and in three union printing shops. The station is owned and operated by the *Champaign News-Gazette* Inc.

The technicians failed to report at 7 a.m. when the station normally takes the air but after conferring by telephone with ABTU international headquarters in Washington, F. L. Hurd, ABTU representative, ordered the men back to work. The station was back on the air at 1:17 p.m.

Building Picketed

Spokesmen for the radio engineers local denied their action was a "sympathy" strike, explaining their failure to report for work on the grounds they could not cross the picket lines. Pickets paraded in front of the various newspaper offices and printing shops but no attempt was made to interfere with persons entering or leaving the buildings. Studios of WDWS are located in the *News-Gazette* building.

Until WDWS resumed operation all news media in Champaign-Urbana were affected except WILL, U of Illinois non-commercial station. None of the newspapers affected by the printers strike published Thursday and resumption of publication was indefinite pending negotiations of a new contract between printers and the publishing firms.

ABTU announced Thursday i Frederick, Md., that a petition fo investigation and certification under section 9c of the Nationa Labor Relations act had been file against the Monocacy Broadcastin Co., operators of WFMD, by Edward F. Knight, international representative of the ABTU. The action came, the union said, after negotiations with Laurence Leonar owner and operator of the station failed to materialize. However, i was expected that negotiations between the management and th union would be resumed in abou three weeks.

HENRY KLEIN JOINS D'ARCY, NEW YORK

HENRY C. KLEIN, since last November assistant radio director of BBDO, New York, has joined the radio department of the New York office of D'Arcy Adv. Co. where he will serve in an all-round capacity writing and producing, with special attention to the production of the *Singin' Sam* transcriptions which are now on more than 260 stations for Coca-Cola. Previous to coming to New York, Mr. Klein was radio producer and director of the Chicago office of BBDO.

Mr. Klein

From 1930-33 Mr. Klein was with J. Walter Thompson Co., Chicago, producing and writing scripts. In 1933 he joined CBS as continuity director of the western division. From CBS he moved to Charles Daniel Frey Co. as radio director, and two years later joined BBDO.

Two for Sanka

GENERAL FOODS Corp., New York, has announced that next year's advertising plans for Sanka Coffee call for a continuation of its two network shows, *We, the People*, on 79 CBS stations, Tuesday, 9-9:30 and *William L. Shirer* on 42 CBS stations, 5:45-6 p.m., in addition to space in 11 national magazines with a combined circulation of 25,000,000. Agency is Young & &Rubicam, New York.

Not Even Latakia

WHEN WGN, Chicago, printed tickets for *An Hour With Elson & Anson* sponsored by P. Lorillard Co., New York, the usual "No smoking, please" admonition was included. Sponsor complained, whereupon the station printed new tickets reading "No smoking in the studios, please, not even Old Golds".

ACA Elections

BIENNIAL General elections for officers of the International Union of the American Communications Assn., as well as elections for local offices, will start Jan. 1, 1942, with the first nominating period. According to terms of the amended constitution of the union, the executive board's members-at-large will be increased next year from 10 to 14, including the president and secretary-treasurer of the international union, to be elected; four vice-presidents, one of whom is to be selected in the balloting, and eight board members, two to be elected.

Medical Spots

AMERICAN MEDICAL ASSN., Chicago (*Hygeia* magazine), using what is believed to be its first paid commercial radio, on Nov. 10 starts a six-day test campaign on KNX, Hollywood, utilizing daily participations in the combined *Sunrise Salute* and *Housewives Protective League* programs conducted by Galen Drake. Placement is through Ivan Hill Adv. Agency, Chicago.

Westinghouse Presents Executives at Luncheon

WESTINGHOUSE Radio Stations Inc. played host Nov. 6 to some 150 leading agency and advertising radio executives at a luncheon held in the Ambassador Hotel, New York. The session was devoted to introduction of managers and sales officials of the Westinghouse stations. Lee Wailes, general manager, presided, while John Hoysradt, entertainer, handled introductions. George Harder, advertising manager, was in charge of the party.

Westinghouse officials present were Mr. Wailes; Mr. Harder; John B. Conley, manager of WOWO-WGL, Fort Wayne; James B. Rock, manager of KDKA, Pittsburgh; Leslie W. Joy, manager of KYW, Philadelphia; C. S. Young, acting manager of WBZ-WBZA, Boston - Springfield; William E. Jackson, general sales manager; sales managers, Frank V. Webb, WOWO-WGL; Frank R. Bowes, WBZ-WBZA; John S. deRussy, KDKA; B. A. McDonald, KYW, and W. B. McGill, sales promotion manager of KDKA.

West Resumes

WEST DISINFECTING Co., Long Island City, N. Y. (disinfectants and cleansers), on Jan. 5 will resume sponsorship of *It Takes a Woman* on WABC, New York, for 39 weeks, in addition to using an as yet unnamed station in St. Louis for a similar period. Program, on WABC and KXOX, St. Louis, first part of this year was discontinued in October after a 30-week run. Agency is Moser & Cotins, New York.

Pompeian Plans

POMPEIAN Co., Bloomfield, N. (soap, powder and olive oil), working out plans for an extensi campaign of one-minute transcribe announcements to get under wa on an undisclosed number of stations about the middle of November. Agency is Joseph Katz Co Baltimore.

COVERAGE
PROGRAMS
RATE
GET ALL 3 ON WDRC

Make a 3-Point Landing

IN CONNECTICUT'S MAJOR MARKET

AIR-MINDED advertising executives know that the Hartford Market is booming. Defense activity here is widespread, with United Aircraft alone employing more than 25,000 workers. This rich compact area, which is Connecticut's Major Market, is now more than ever a "must" on advertising schedules.

Likewise, WDRC is a "must" for the time buyer who wants to cover this area, completely, effectively and economically. There's one good way to make a 3-point landing in Connecticut's Major Market and it's summed up this way: You get all three on WDRC: *coverage, programs, rate!*

BASIC CBS FOR CONNECTICUT

WDRC

CONNECTICUT'S PIONEER BROADCASTER

Nine-Month Gross Of CBS Increases

RCA Income Also Shows Gain For the Current Year

GROSS income of CBS and subsidaries for nine months (40 weeks) ended Oct. 4, 1941, from sale of facilities, talent, lines, records, etc. was $44,049,683, according to a statement Nov. 5 by Frank K. White, treasurer. Less time discount and agency commisisons, record returns, allowances and discounts of $12,714,832, the income amounted to $31,334,850.

For the nine months of 1940 (39 weeks) the figures were, respectively, $36,430,612, $10,659,946 and $25,770,665.

Deducting operating expenses and cost of goods sold, $17,744,350 along with selling, general and administrative expenses of $6,385,400, $7,205,099 for taxes and less $52,266 interest and $585,285 depreciation and amortization, the net income amounts to $6,567,547 as compared to a net of $5,039,749 for the 39 weeks of 1940. To the 1941 net income is added a miscellaneous item of $247,887, which is developed from $299,231 profits from sale of former subsidiary corporations engaged in artist management.

Dividend Declared

Cash dividend of 65 cents per share on Class A and Class B stock of $2.50 par value was declared Nov. 5 by the CBS board, payable Dec. 5 to stockholders of record at close of business Nov. 21, 1941.

RCA and subsidiary companies for the first nine months of 1941 show consolidated net profit of $7,370,165, after providing $9,469,900 for taxes, compared to $5,209,043 for the same period in 1940 after provision for $2,523,900. Gross for 1941 was $115,891,792 compared to $89,204,219 in 1940. RCA figures are not broken down to reveal income of NBC, 100% subsidiary.

Networks, Stations Plan Armistice Day Activity

PRESIDENT ROOSEVELT'S speech from Arlington Cemetery, starting at 11 a.m. after a minute's silence, will highlight Armistice Day plans, set for Tuesday, Nov. 11, by networks and local stations. NBC in addition to carrying speech for the Red and the Blue will feed it to approximately 50 non-affiliated stations under special agreement, while its shortwave stations WNBI and WRCA will broadcast translated texts in five languages other than English.

CBS will devote its Tuesday *Report to the Nation* to the theme of "only by total preparedness can America hope to avert a second World War Armistice Day". WOR will twice rebroadcast the speech via transcription at 11:30 p.m. that evening and again during *Moonlight Saving Time*, Wednesday starting at 4:05 a.m. WNBX, WMCA, WQXR and WHOM are among the independents in the New York area which will be "fed" the President's speech.

FULL NEWS report will be heard in Latin America as Radio Belgrano subscribes to UP, which is expanding its Latin facilities. In the Radio Belgrano (Argentine) network news department are (l to r) Oscar Ferri, press chief; Carlos A. Iglesias, Jorge Saruba, Jesus Lorenzo.

Radio Belgrano Subscribes to the UP As Service Expands Its Latin Facilities

RECIPROCAL arrangement whereby South American listeners will receive full radio news service from this country has been worked out by United Press and Radio Belgrano, Argentine network owned by Jaime Yankelevich.

Mr. Yankelevich

News dispatches especially written for broadcast will be supplied daily, effective Jan. 1, 1942, to Radio Belgrano by wire from UP's radio news department in Buenos Aires. Using a formula similar to that in North America, UP has established 14 radio bureaus in all important South Amercian news centers, staffed by editors, reporters and translators, who will handle worldwide and United States news together with full coverage of local news for all republics south of the Rio Grande.

Esso Using 14

Arrangements for UP news in ice was made last week two months after Esso Marketers, through its South American outlets and in cooperation with UP, had introduced its five-minute *Esso Reporter* broadcasts to 14 stations in Chile, Argentina, Uruguay and Brazil [BROADCASTING, Sept. 1].

Arrangements for UP news in South America were handled in that country by Mr. Yankelevich, who has managed Radio Belgrano, now the largest Argentine network, since 1925. In ensuing years, he toured Europe studying European broadcasts, visited the United States 1933-1935 to learn broadcasting developments in this country and introduced them in South America.

Argentine stations forming the Belgrano chain are: Radio Litoral of Rosario, Radio Cordoba of Cordoba, Radio Cuyo of Mendoza, Radio Aconquija of Tucaman, Radio del Norts of Santiago del Estero, Radio General San Martin of Bahia Blanca, Radio Graffinga of San Juan, Radio Provincia of Corrientes and Radio San Rafael of Mendoza.

Shortwave Pact

WLWO, Crosley shortwave station at Cincinnati, starting Nov. 6 has been picking up French shortwave programs from WGEA, Schenectady, and originating Italian programs for the New York station to relay, under an exchange agreement between the two stations. Edward Beck, French announcer, moves to WGEA and Giorgio Padovano, of Florence, Italy, becomes WLWO staff Italian announcer.

Canada News Session

CANADIAN BROADCASTERS will be represented by a committee of five at the Nov. 17 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Ottawa, to discuss changes in the regulations concerning the sponsorship of newscasts. From the Canadian Assn. of Broadcasters will go Harry Sedgwick, CFRB, Toronto, chairman of CAB board of directors; president and CAB general manager Glen Bannerman, Toronto; N. Thivierge, CHRC, Quebec, a CAB director; E. T. Sandell, CKTB, St. Catherines, Ont., a CAB director, and Jos. Sedgwick, K. C., Toronto, CAB counsel. A committee will also attend from the Canadian Press (Canada's AP). The present regulation does not allow for a commercial on sponsored news, merely an announcement giving the name of the sponsor. With Press News established as a subsidiary of the Canadian Press to sell news for broadcast sponsorship, the CBC Board has been requested to change the regulation to allow commercials before and after the news, but not in the body of the newscast.

13 Red Programs Use More Outlets

Sales of Saturday Morning Time Also Increasing

SINCE SEPTEMBER 13 NBC-Red programs have added a total of 90 stations to their networks, all exclusive of routine addiitons made to conform to network requirements, according to Roy C. Witmer, NBC vice-president in charge of Red Network sales.

Programs adding these stations during September and October were: *Voice of Firestone* (Firestone Tire & Rubber Co.); *Kraft Music Hall* (Kraft Cheese Corp.); *Chase & Sanborn Hour* (Standard Brands); *Red Skelton* (Brown & Williamson Tobacco Co.); *The Aldrich Family* (General Foods Corp.); *Pepper Young's Family* (Procter & Gamble Co. for White Naptha); *Johnny Presents* (Philip Morris & Co.); *Fred Waring* (Liggett & Myers Tobacco Co.); *We're Five in the Family* (Vick Chemical Corp.); *Fibber McGee & Molly* (S. C. Johnson & Son); *Xavier Cugat* (R. J. Reynolds Tobacco Co.), and *Quiz Kids* and *National Barn Dance* (Miles Laboratories).

Saturday Gains

Major increase in the sale of Saturday morning time on NBC-Red this year aso was announced by Mr. Witmer, who stated that this year's schedule consists of six quarter-hours sold, as compared with three quarter-hour units in the fall of 1940. New clients starting on the Red in 1941 include Anacin Co. with *America the Free*, 10:30-11 a.m.; Lever Brothers Co. with *Vaudeville Theatre*, 11:30-12 noon, and F. W. Fitch Co. with *Musical Tonic*, 10:15-10:30 a.m. One client, Hecker Products resumed its *Lincoln Highway* program on the Red Saturday morning, adding 12 stations to its schedule, while two seasonal advertisers returned to the network for 1941, namely Benjamin Moore Paint Co., and Acme White Lead and Color Co., with *Betty Moore* and *Smilin' Ed McConnell*, respectively.

Langendorf Comment

LANGENDORF UNITED BAKERIES, San Francisco (bread), on Oct. 27 started sponsorship of Fulton Jewis jr. five times weekly on 27 stations of the Don Lee-Mutual network. Agency is Leon Livingston Adv., San Francisco. The station list: KXRO KELA KRKO KWLK KGY KOL KMO KIT KGA KWIL KALE KPMC KHSL KXO KIEM KHJ KMYC KYOS KDON KVCV KFXM KGB KFRC KVEC KVOE KDB KTKC.

A NEW Fairbanks-Morse 5 kw. gasoline-driven generator has been installed by WRVA, Richmond, for emergency power supply. The station also has acquired 4 RCA type 83C bridging amplifiers. WRVA is experimenting with a new shortwave antenna, similar to that used by the Forest Service and the Bureau of Standards.

NOW

50,001 WATTS

Most In America!

Count 'em! 50,001 Count 'em!

NEW DAYTIME POWER . . . . 50,000 Watts

OLD RELIABLE, CHIEF ENGINEER
SINCE 1928, Mr. WATT STINSON. . . . . . . 1 Watt

TOTAL (See for yourself). . . 50,001 Watts

Watt Stinson,
KVOO Chief Engineer

Operating now on 50,000 watts, daytime, (25,000 watts night time) with 50,000 watts full time for the immediate future, KVOO takes a well-deserved place in the front rank of America's super-power stations. The name of Watt Stinson, KVOO Chief Engineer since 1928, was added for more than jocular reasons. He represents something "extra," the "plus personal element" that advertisers have always enjoyed in every department of KVOO. **Five major executives of KVOO are now serving their 10th year in their respective capacities!**

BLANKETS OKLAHOMA'S RICHEST MARKET

KVOO now, more than ever, blankets the richest market in Oklahoma, Northeastern Oklahoma, where only 39% of Oklahoma's counties and 42% of Oklahoma's square miles furnish 46% to 64% of all vital Market Values for the State In addition, KVOO covers rich counties in Kansas, Missouri and Arkansas.

NO INCREASE IN RATES

N. B .C RED NETWORK

EDWARD PETRY & CO., Inc.

National Representatives

KVOO
TULSA OIL CAPITAL OF THE WORLD!

Closing of ASCAP Deal by Networks Insures BMI's Future, Says Tompkins

FIRM BELIEF that BMI will continue operation on a permanent basis despite the return of ASCAP music to the networks was expressed by M. E. Tompkins, vice-president and general manager of BMI, last week in a letter sent to all affiliates of the music group.

While an inevitable readjustment is in the offing, Mr. Tompkins predicted that quality music would get proper recognition. There will be no discrimination against BMI anywhere in the broadcast business, he said, and the goodwill built up during the break with ASCAP will not be dissipated.

Increased in Competition

Mr. Tompkins' letter follows in full text:

BMI's statement that it welcomed ASCAP music back on the air was not merely an acceptance in good grace of something that had already happened, but a sincere expression by BMI and its officers of their opinion of the thing that is best for our company and its affiliated publishers.

There is no doubt of the fact that all of us are going to face vastly increased competition. There is no doubt of the fact that for a period of weeks it is likely that the pendulum, which swung so greatly our way for a time, may swing the other way.

What I do want you to know, however, is that the closing of the ASCAP deal has assured BMI's permanent continuance upon a basis as adequately financed as it has been in the past. BMI's contracts with broadcasters are going to run as long as ASCAP's, and I firmly believe longer.

Although ASCAP music is back on the major networks on a blanket basis, we know that there are many stations which do not intend to take out an ASCAP license for a long time, if at all, and we know that there are many other stations which will sign with ASCAP on a per program basis and which will, therefore, want to continue to use BMI as the backlog of their music programs.

I am convinced that meritorious music will have a chance to assert itself. I know for a fact that there will be no discrimination against us anywhere in the broadcasting business, and that the goodwill which we have built up will not be dissipated. Under these circumstances, it is clear to me that our relationship with each other constitutes and will constitute, on a permanent basis, a very valuable asset to both our companies.

ASCAP music has gone back on the air on a basis which greatly reduces the revenue not only of ASCAP but of all of its members. Our own payments to our affiliates, therefore, will continue to represent a far better and fairer break than they could expect to get from any of our competitors. During the next month we must all put our shoulders to the wheel. We cannot expect the same volume of songs to get the same number of plugs. We can expect quality music to get performance after the inevitable readjustment has been made. BMI is on a sounder footing today than it ever was in the past. If we were right about anything we were right in saying that there is good music available from a great many sources, and that there is a large public ready to enjoy that music regardless of its source.

If you have any doubts or puzzlement as to the existing situation, I hope that you will discuss them with me personally. Meanwhile, however, I want to assure you that the door of broadcasting is open to you, that you may find a little confusion for awhile, but that our joint business future is assured.

New Cooperative Series For Breweries Planned

A NEW SERIES for 1942 of the transcribed program, *Barrel of Fun*, which recently concluded a 26-week run on stations throughout the country on a cooperative sponsorship by beer companies will start next spring, according to Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco, owners of the radio show.

Cutting of the transcriptions will start in January in Hollywood, Mr. Brisacher stated. Either Charlie Ruggles, star of this year's production, or another name comedian will be used, he stated. The new *Barrel of Fun* series will run for 39 weeks in 1942 and will run two quarter-hours weekly instead of one half-hour presentation weekly, as was the case this year.

COPYRIGHT GROUPS FILE CANADA FEES

BMI Canada Ltd. and the Canadian Performing Rights Society (Canadian ASCAP) have filed 1942 tariffs with the Copyright Appeal Board of the Secretary of State at Ottawa, it is learned. Tariffs had to be filed by Oct. 31. It is understood that BMI Canada has suggested total fee collected for music copyright from broadcasting stations be limited to 8 cents per licensed radio set (in 1941 CPRS received 8 cents, BMI 1 cent) and that of this amount BMI Canada receive one-third or a proportionate amount depending on the proportion of BMI music used collectively by Candian stations.

CPRS tariff request for 1942 is believed to be similar to that of recent years, namely 14 cents per licensed receiver, but no confirmation can be obtained.

Whether or not there will be hearings this year before the Copyright Appeal Board is not yet known. The board early this year asked for an appropriation of $5,000 to conduct its own survey as to the use of BMI and CPRS music on Canadian stations. This survey will likely be made shortly, if it has not already been done, and on its findings the board will make rulings, the survey thus being independent.

With peace in the United States between ASCAP and the networks, whose programs are piped into Canada, it is thought the board's survey has not yet been made, waiting conclusion of negotiations south of the border. Any representations before the board by either BMI or CPRS will not likely be made till next January. Rates set will be based on the number of receivers licensed as at March 31, 1942. Canadian broadcasters paid CPRS in 1941 about $115,000 and BMI about $14,500, based on 1,454,717 licenses issued at March 31, 1941, end of the government's fiscal year.

SCRIPT CHECKERS for the new Amanda Snow *Milk Show* on KSTP, St. Paul, are Cliff Rian and Betty Grove, of McCord Co., the agency. Leading milk companies pool their efforts to sell milk, with no brands mentioned. Miss Snow sings and a community sing is included on the program.

Competition is Started By WGN for Operetta

CONTEST offering $10,500 for the composing, selection and naming of a great American operetta was announced recently by WGN, Chicago, in connection with its *Chicago Theatre of the Air* program. Sole requirement is that the operetta be American in theme and setting.

Three top ranking operettas will be chosen, with $8,000 in prize money to go to composers and writers, and $2,500 to be awarded to the general public in a separate contest to select the best of the three operettas and to give a title to the winner. All three will be produced and broadcast over MBS, through WGN its midwest key, beginning the first Saturday in March, 1942. Contest opened Nov. 1, and the deadline is Feb. 10.

Foods Lead on WOR

FOODS and food beverages showed the greatest increase in sales in September of this year over the same month last year according to a products breakdown just completed by WOR, New York, of its gross billings for this September. Foods accounted for 22.7% of the gross billings during that month, a gain of 5% over the September 1940 figures. Toilet goods increased 7.3%; retail billings 1.9%; tobacco 5.4% and wines 2%. WOR sales for September, together with August and July, represented the highest third quarter in the station's history.

RCA Shortwave Series

RCA MFG. Co., Camden (radios and records), during November is sponsoring Alfredo Cibelli, tenor, for several years with the Metropolitan Opera Co., and Mario Silveira, baritone, on NBC shortwave stations, WRCA and WNBI.

BMI has added six stations, making a total of 733 as of Oct. 22. Stations are: KGDE, Fergus Falls, Minn.; WLDS, Jacksonville, Ill.; WSKY, Dallas; WEIM, Fitchburg, Mass.; KPOW, Powell, Wyo.; WSKB, McComb, Miss.; WJZM, Clarksville, Tenn., and WMIN, St. Paul.

Songwriters Plan To Push Litigation

Will Go Ahead With Claims For $1,287,000 Damages

SETTLEMENT of the ASCAP-radio dispute Oct. 30 "will in no way affect the plans" of the [illegible] songwriters, 12 of whom are ASCAP members, to press their suit for $1,287,000 damages against the NAB, CBS, NBC and BMI, according to Robert Daru of Daru & Winter, counsel to the group.

The composers brought suit last April against the defendants, charging conspiracy to gain control of the music world. The group recently organized the American Federation of Songwriters to protect their rights and to give all such writers the benefits of collective bargaining in the music business, a unionization not provided for by ASCAP, according to Mr. Daru.

Asks Congress Probe

Mr. Daru also announced he would press for a Congressional investigation of the entire radio-music war.

"The public has been led to believe that radio was striking against the best American song writers, barring them from the air, Just to avoid paying a little more for music," he said. "It should have been obvious that with radio's income of hundreds of millions of dollars they would not have gotten into such a disastrous controversy which resulted in indictments for violation of the trust laws, consent decrees by both ASCAP and BMI and many other unpublished difficulties just to shave off an insignificant amount of the music expense. If the Senate Committee, which I have asked to investigate the radio music war, proceeds with an inquiry, the inside story of the whole controversy will come out.

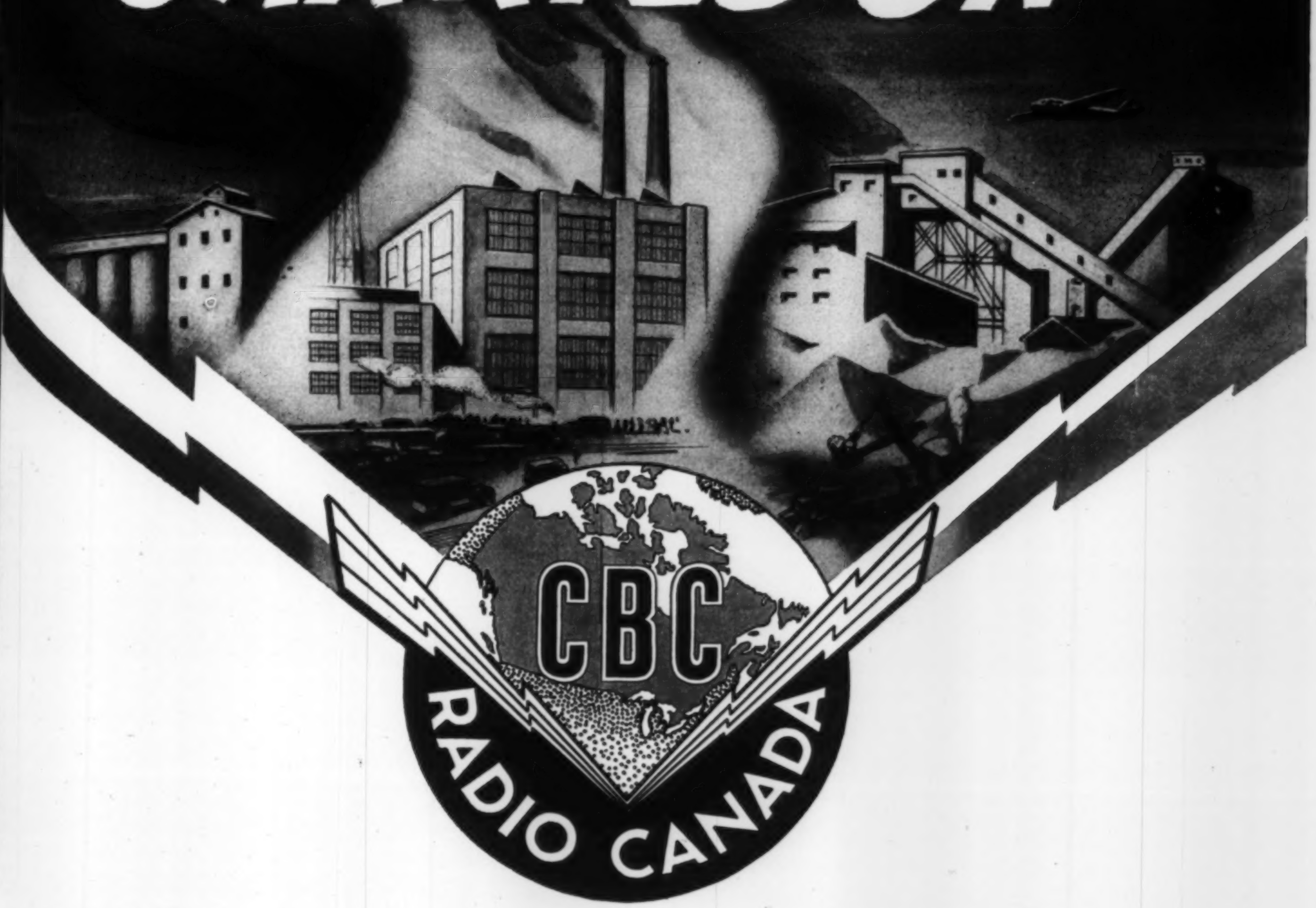
"We also intend to press the proceeding which we have before the FCC for the promulgation of a rule directing radio 'to stick to its last' and keep out of the music publishing business. The published statement that it is necessary for BMI (Broadcast Music Inc.) to function in order to prevent a monopoly in music is just so much more poppycock to becloud the real problem."

SESAC Additions

ALL STATIONS licensed by SESAC are receiving a list of the Hawaiian publications and recordings issued by Eddie Alkire Publications, Easton, Pa., which recently joined SESAC. American Music whose publications are performable by all SESAC licensees, also is issuing a catalog of its hillbilly, western and cowboy music available for musical programs.

WMCA, New York, is installing a new $28,000 three-manual Wurlitzer pipe organ in its studios. The instrument is located in a soundproof studio. The organ is expected to be ready for use in December.

CANADA CARRIES ON



WITH Canada engaged in an "all out" war effort, Canadians are carrying on as always, despite war-time conditions. Industry is operating at capacity, new factories are coming into production, employment is at a peak, retail sales show steady gains. The average Canadian is sharing in these improved conditions.

In a country geared to increased production, the Canadian Broadcasting Corporation also "carries on". The CBC national network is playing an increasingly important role in the Dominion. Its modern facilities offer a *complete* broadcast service to advertisers who seek to reach the Canadian market.

CANADIAN BROADCASTING CORPORATION

55 York St., Toronto • COMMERCIAL DEPARTMENT • 1231 St. Catherine St. W., Montreal

Current Problems of Industry Discussed at NAB Meetings

Defense, Music, Regulation, Legislation Among Issues Taken Up by Regional Gatherings

COMPLETING another series of the country-wide district meetings scheduled by NAB this fall and winter, radio executives of the 4th and 5th Districts met last week in Greensboro, N. C., and Atlanta, respectively.

Representatives of 50 stations in District 4 attended the Greensboro meeting, held last Monday and Tuesday at Greensboro, one of the largest meetings this fall. The District 5 meeting in Atlanta followed on Wednesday and Thursday. A succession of radio's problems, including national defense, music, Federal regulation and legislation, were presented for discussion at the meetings by NAB President Neville Miller.

Need of Unity

With the membership adopting a resolution favoring a 10-year contract with BMI, the Greensboro meeting featured appearances by Carl Haverlin, BMI station relations director, and E. C. Mills, chairman of the ASCAP executive committee. Commenting on the situation, President Miller declared:

"The most important problem facing the radio industry today is one of maintaining unity. During the past year in settling the music controversy we have seen for the first time what can be accomplished by a united front. Now that this one major problem is well on its way to a successful solution, it is vital that we remain united for the even more difficult problems we can expect to face in the near future."

Army's Setup

Representing the radio branch of the War Department Bureau of Public Relations, J. N. (Bill) Bailey, news editor, outlined the Army radio organization. He emphasized that the Army has no plans to take over and operate radio, but rather intends to cooperate fully with station operators in matters of national defense.

Reviewing other industry problems, Mr. Miller cited shortages of material and personnel resulting from national defense demands, noting that special courses for technical training are being installed at schools throughout the country, as well as through National Youth Administration and the Civilian Conservation Corps. Excesses of Government publicity releases also were discussed by Mr. Miller, along with the purchase of newspaper space by defense agencies using free radio time.

Commenting on consumer movements and efforts to eliminate radio advertising, Mr. Miller declared, "The basis for radio's doing its job is that it can pay its way, and it can pay its way because it has been a successful advertising medium." He added that radio has done a splendid job for national defense and will continue to do so under the American system of broadcasting.

Also it was noted that at the District 1 meeting at Worcester, Mass., on Oct. 28 a resolution was passed directing the NAB to request that all Government agencies eliminate all accounting from individual stations, in regard to the number of particular defense programs carried, and if confirmation of broadcasts by individual stations is required, it should be supplied by NAB rather than the stations.

The District 5 meeting in Atlanta last Wednesday and Thursday featured addresses by Robert Strickland, president of the Georgia Trust Co., and J. V. Freitag, head of Freitag Adv. Agency, who spoke respectively on the financial outlook of the South and an agency man's conception of how stations should approach agencies. Also appearing at the speaker's stand during the two-day meeting were President Miller, Frank Pellegrin, and Jack Harris, news and special events director of the radio branch of the Army Public Relations Bureau.

Pix of Jeannie

Among resolutions adopted at the meeting, expressing satisfaction with the solution of the music situation and confidence in BMI, was one calling for contributions to a fund to commission a painting of a portrait of "Jeannie With the Light Brown Hair", to be presented to BMI at the Cleveland NAB convention next year to immortalize the song's services to the radio industry.

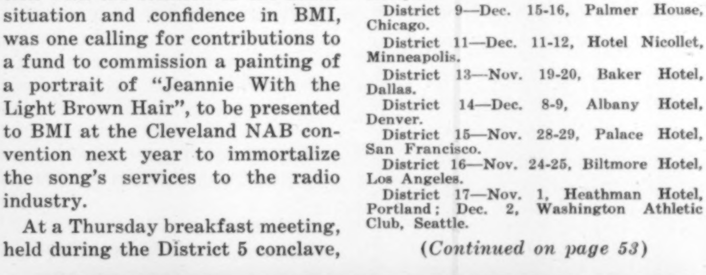
At a Thursday breakfast meeting, held during the District 5 conclave, the Georgia Assn. of Broadcasters elected Mrs. Allie Williams, of WMAZ, Macon, as secretary-treasurer of the State group, succeeding Marjorie Willis, resigned. Another GAB meeting was set tentatively for Macon in late January.

Other Meetings

Remaining meetings in the schedule of 17 to be held this fall and winter are:

District 3—not set, but probably not to be held until after the first of the year.
District 6—Nov. 17-18, Peabody Hotel, Memphis.
District 9—Dec. 15-16, Palmer House, Chicago.
District 11—Dec. 11-12, Hotel Nicollet, Minneapolis.
District 13—Nov. 19-20, Baker Hotel, Dallas.
District 14—Dec. 8-9, Albany Hotel, Denver.
District 15—Nov. 28-29, Palace Hotel, San Francisco.
District 16—Nov. 24-25, Biltmore Hotel, Los Angeles.
District 17—Nov. 1, Heathman Hotel, Portland; Dec. 2, Washington Athletic Club, Seattle.

(*Continued on page 53*)



TALKING OVER PROBLEMS confronting the industry at the NAB District 1 meeting Oct. 29 at Worcester, Mass., are (l to r) E. E. Hill, managing director of WTAG, Worcester, Paul W. Morency, general manager of WTIC, Hartford, Conn., and NAB President Neville Miller.

PA SERVICE ADDS REGIONAL REPORTS

PRESS ASSN., radio subsidiary of Associated Press, this week is expanding its 24-hour newscast wire service to stations by the addition of a special hourly service of state and regional news, heretofore sent out only during occasional periods of the day or night.

Under the new system, regional news will be carried daily without interfering with the transmission of general, national and international news nor affecting the delivery of the PA feature known as Telescripts. To handle this news regional bureaus are being established in news centers so located that they can draw from the state-by-state news gathered and distributed by AP's 100 domestic bureaus and its correspondents.

Radio news men familiar with these various sections have been trained in PA's radio technique, according to Tom O'Neil, PA radio news editor, and are now being assigned to the newly-opened regional bureaus. Each PA bureau will be assigned periods to "cut in" on the wire with news of interest to listeners in a particular section. Also the controlling editor in New York will contact the bureaus each hour, giving each an opportunity to contribute at least one item of prime interest in the area for which it is intended.

Labor Committee Of NAB to Meet

Threats to Operation During Emergency on Agenda

WITH LABOR activities constituting a major threat to maintenance of operations during the emergency, the Labor Executive Committee of the NAB meets Nov. 14 at the Drake Hotel in Chicago to take inventory of the overall situation and develop means of coping with any problems that may arise.

Mr. Miller

The group of five broadcasters will confer with Joseph L. Miller, NAB labor relations director, who will report on the status of current labor conditions and make recommendations drafted as a result of observations at recent national conventions of both the American Federation of Labor and the CIO.

Strike Threats

Members of the commitee include George Smith, WWVA, Wheeling; Gilmore N. Nunn, WLAP, Lexington, Ky.; Ralph R. Brunton, KQW, San Jose-San Francisco, and William E. Hutchinson, WAAF, Chicago. The chairman is yet to be named by NAB President Neville Miller.

While several immediate strike threats resulting from temporary breakdowns of negotiations with the American Federation of Musicia Associated Broadcast Technici Union of IBEW and Americ Federation of Radio Artists, ha been averted, portents of new cam paigns to achieve better conditi have been detected. Moreover, th threatened strike of long-line tele phone workers of AT&T would hav a definite bearing on broadcastin operations, since these technicia handle maintenance of broadcas circuits.

Lever Looks Around

LEVER BROS. Co., Cambri Mass., is rumored to be conside ing a change in agency for its Life buoy Soap account which runs un Dec. 31 with William Esty & C It is understood at least thre other agencies are seeking the ac count. Company sponsors *Holly wood Premiere* on 71 CBS statio Friday, 10-10:30 p.m. and *Me Mr. Meek*, on 59 CBS statio Wednesday, 7:30-8 p.m., for Life buoy through Esty.

Holiday Series

BELK-GALLANT STORES, ret chain with outlets in three Geor cities, has signed with WLAG, L Grange, Ga., for half-hour daily Sa Claus broadcasts starting Nov. and running until Christmas. The co pany also is sponsoring 56 spot nouncements weekly on the stati Station believes the contract is o of the largest of its kind sold in th area.

ALL SIGNS POINT TO

DENVER'S STANDOUT STATION

It's a STANDOUT year for Denver's KLZ, with the BIGGEST Fall volume of national and local spot business in the station's history. With more and more advertisers adapting the flexibility of spot copy to individual sales problems, KLZ's listeners are proving still again, their amazing responsiveness to this station . . . inviting still more advertisers to use it for profit.

Again this month, KLZ chalks up a new high in proved listener response—maintains its record of a station mail count more than double a year ago. And the figures continue to rise, with no ceiling anywhere in sight! Under these circumstances, KLZ's STANDOUT results for advertisers are easy to understand . . . and, if you please, to share!

One great natural resource of Colorado lies in its big game and fish reserves. KLZ, which has consistently campaigned for conservation and exploitation, hit a high spot in its public service career on September 25th. At Denver's Phipps Auditorium, KLZ staged a STANDOUT Sportsman's Show before a thousand invited notables. First such show ever seen in Denver, it was enthusiastically received by sportsmen and public officials... created widespread good-will and loud clamor for continuance on an annual basis.

When George Hopkins parachuted to a spot atop slick-sided Devil's Tower, he landed full in the glare of the national spotlight. Quick to sense the news value of the stunt, KLZ rushed its mobile transmitter 400 miles to the scene ...lent valuable aid to rescuers with powerful p.a. and searchlight equipment... proved, again with a flood of on-the-spot bulletins, that "KLZ is always there when it happens."

560 Kc.—C.B.S.

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City.—Represented Nationally by the Katz Agency, Inc.

Canada Discusses War Advertising

ACA Told Maintenance of Goodwill Is Essential

ADVERTISING executives stressed sustained advertising effort during the war at the 27th annual meeting of the Assn. of Canadian Advertisers at Toronto, Oct. 30-31. To neglect advertising now would be comparable to leaving an efficient machine to rust during the winter, J. A. MacLaren, president of MacLaren Adv. Co., Toronto, told the convention. "There is plenty of plowing to be done in new fields of purchasing after the war," he said. "It is most advisable for manufacturers to retain the goodwill of their customers until after the war."

B. W. Keightley, advertising manager of Canadian Industries Ltd., Montreal, told of British "sustaining advertising" used to keep brand names in the public mind although the products are not procurable at present due to the firms concentrating on war orders.

Officers Elected

Alex M. Miller, advertising manager of the Chrysler Corp. of Canada, Windsor, Ont., speaking on "Wartime Advertising in Heavy Industries", said "those of us who have to do this type of advertising are approaching a time of testing. We'll have to be better administrators, better spacebuyers, sounder and more fundamental thinkers, and perhaps wiser in thrift than we have been. We will have the problem of helping to preserve the investments of our corporations made in the past through the medium of advertising."

Robert E. Jones, president of General Foods Ltd., Toronto, was elected president for the coming year, succeeding Charles R. Vint, president, Colgate-Palmolive-Peet Co., Toronto. Other officers elected were: First vice-president, P. K. Abrahamson, Borden Co., Ltd., Toronto; second vice-president, E. F. Millard, Ford Motor Co. of Canada, Windsor, Ont.; third vice-president, R. E. Merry, Lever Bros., Toronto; fourth vice-president, J. W. Doherty, Imperial Oil, Toronto; treasurer, W. O. H. James, Dominion Bank, Toronto; directors, C. R. Vint, Colgate-Palmolive-Peet Co., Toronto; J. E. Mason, Canada Dry Ginger Ale Co., Toronto; R. L. Sperber, Sterling Distributors, Windsor, Ont.; Neil B. Powter, Howard Smith Paper Mills, Montreal; Leslie Choyce, McColl-Frontenac Oil Co., Montreal; Joseph Foster, Courtaulds (Canada), Montreal; S. R. Skelton, Goodyear Tire & Rubber Co. of Canada, Toronto; George Bertram, Swift Canadian Co., Toronto; S. H. Young, Christie Brown & Co., Toronto; secretary and manager, Athol McQuarrie, Toronto.

ALL OVER the place, but only for exhibition purposes, is this carpet of commercial network scripts, the product of a week's work, getting the scrutinizing glances of William Forbes (left) and Paul Pierce, CBS Hollywood network sales service and continuity directors, respectively.

Arnold Says Editorial Attacks Convince Public That Advertising Costs Are High

REEMPHASIZING his stand that the Justice Department Antitrust Division, which he heads, has nothing against advertising per se, Assistant Attorney General Thurman Arnold, speaking last Wednesday before a luncheon meeting of the Washington Advertising Club, declared that editorial attacks on the Division's alleged unfriendly attitude toward advertising would do more harm than good.

He suggested also that advertisers and agencies "would do well to clean their own house of hokum".

Three Big Cases

Although advertising itself does not come within the purview of the Antitrust Division, Mr. Arnold explained, advertisers do, and their advertising practices may enter into the picture as an incident to their violation of antitrust laws.

Pointing out that advertising is a part of selling campaigns, and that selling tactics may come up for antitrust scrutiny, he said there were three notable cases where the Antitrust Division had proceeded against advertisers — the General Motors, Ford and Chrysler automobile finance cases, the tobacco and the oil cases—all of which principally involved certain aspects of selling, and hence advertising.

Citing fictitious examples, Mr. Arnold explained that while wasteful advertising will regulate itself so long as a competitive business situation is preserved, industry cooperaton of Federal controls would have to be used in eliminating hokum from advertising or stopping untruthful and unfair representations. "Probably the best way to get efficiency is to allow the fool to part with his money if he wants to", he declared.

The concern of the Antitrust Division in advertising matters lies with how the power of the advertiser is used—if the effect of the use of such power is to eliminate competition, then an advertiser or combination of advertisers may become liable to prosecution for antitrust violation. He declared that "the real nub of the problem is: Have you by the use of that power prevented someone else from getting into business?"

Strikes at Editorials

Taking a poke at editorial attacks which he said seemed to appear regularly after any action of the Antitrust Division that was construed to have an anti-advertising slant, Mr. Arnold declared, "Advertisers might well recognize the peculiar motivation for editorials which bob up only when big advertisers are attacked". Citing the effect of a typical blast, published in *Collier's* magazine, he said his mail was 15 to 1 in favor of stopping the hokum in advertising, with writers saying "go ahead and stop it some more". He argued that the effect of these attacks was to make consumers believe that advertising was indeed a burden upon them, through increased selling prices, while in fact "the advertising costs are very low, but the people don't know it".

U. S. Leads in Canada

AMERICAN NETWORK shows piped into Canada continue to lead in popularity in the Dominion, according to October ratings released by Canadian Facts Reg'd., Toronto. *Jack Benny* heads the list, followed closely by *Charlie McCarthy*, *Lux Theatre*, *Fibber McGee & Molly*, and *Henry Aldrich*. Canadian network shows most popular with Canada's listeners are headed by Colgate-Palmolive-Peet's *Happy Gang* for Palmolive, followed by the Lamont Corliss show *John & Judy* for Pond's cream, which is tied with Colgate-Palmolive-Peet's Cashmere Bouquet program *Musical Beauty Box*. *The Canadian Theatre of the Air* for Ironized Yeast is next on the list. Among French language network shows Lever Bros. *Grande Soeur* leads, followed by Lamont Corliss program *Ceux Qu'on Aime*, Procter & Gamble's *La Rue Principale*, Lux show *C'est La Vie*, Procter & Gamble's *La Pension Velder*, Campbell Soup's *Jeunesse Doree*, and General Food's *Le Cure de Village* for Jello.

Advertising Group Selects Speakers

Henderson, Batt to Address ANA-AAAA Joint Session

IN ADDITION to the dramatized presentations of the influences threatening advertising to be given at the joint meeting in Hot Springs, Va., Nov. 13-15, by the American Assn. of Advertising Agencies and the Assn. of National Advertisers [BROADCASTING, Nov. 3], speakers at the various sessions have been announced by the two associations.

On Thursday afternoon, Leon Henderson, Administrator, Office of Price Administration and a member of the Supply Priorities and Allocations Board, will talk on advertising in the present emergency from his knowledge of the whole defense program as it affects business.

What to Do

Telling what advertising as such has meant to their particular lines, C. R. Palmer, president of Cluett Peabody & Co., and C. C. Conway, chairman of the board of Continental Can Co., will speak Nov. 14 at the morning session. James W. Young, recently director of the division of Foreign & Domestic Commerce of the U. S. Dept. of Commerce, and director of the Communications Section, Coordinator of Inter-American Affairs, will be in charge of the concluding section of the four-part program dealing with "What Steps Should Be Taken by the Advertising Industry in Dealing With This Problem?"

Informal speaker at the Friday luncheon meeting will be William L. Batt, director of Materials Division OPM and president of SKF Industries, who recently returned from Russia.

Coast Officers

Also announced with the speakers at the joint meeting were officers and governors of the Pacifi Council of the AAAA, elected Oct. 23-24 at the council's annual convention at Del Monte, Cal. Chairman is Dan B. Miner, president o Dan B. Miner Co., Los Angeles; vice-chairman, Joseph R. Gerbe president of Joseph R. Gerber Co. Portland; secretary-treasurer, Terrell T. McCarty, president of th McCarty Co., Los Angeles; governors, Raymond P. Kelly, secretar of Syverson-Kelly, Spokane, an James C. Knollin, partner Gerth Knollin Adv. Agency, San Francisco.

An advisory committee of forme council chairmen also was forme under the chairmanship of Willia H. Horsley, president of Pacifi National Adv. Agency, Seattl Members are David M. Botsfor president of Botsford, Constantin & Gardner, San Francisco, an August J. Bruhn, manager of Mc Cann-Erickson, Los Angeles.

THEY'RE ALL ON YOUR TEAM

....In America's No. 1 Market

Wise national advertisers know from experience that the opportunity to score with a product in Southern New England is not limited to a brief few weeks. Smart quarterbacking combined with the exceptional hitting power of WTIC can score touchdowns for any product on a year-round basis.

WTIC's team mates—2,573,810 friendly listeners with money to spend—should be all the incentive you need. You're bound to get results in this wealthy industrial area when you let WTIC carry the ball. So, make sure WTIC is in the line-up for your next campaign.

WTIC
US 1
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Control of Prices May Affect Radio

Action Within a Few Weeks Now Considered Possible

OFFICIALS of the Office of Price Administration would not comment formally, but it was considered certain in Washington last week that OPA would soon issue orders controlling the manufacturers' prices of a large number of durable goods, including radio sets. It was learned also that officials are doubtful if this move, when taken, will be adequate with the next step being a series of orders setting the prices which may be charged for these products by retail dealers.

In the case of radio, OPA will not only freeze the price of sets but also parts that go into the sets and are charged by the parts manufacturers on sales to assemblers. First of the orders freezing the prices of finished products may be issued within the next four or five weeks but the household industries generally will not be fully covered until sometime next year.

Products Affected

Finished products to be affected by the freezing of manufacturers' prices, in addition to radio sets, are soft floor coverings, glassware, chinaware, stoves washing machines and refrigerators. However, because their price scale has gone up faster, the first to be controlled will in all probability be radios, soft floor coverings, glassware and chinaware.

Prices will be frozen at the level prevailing on a date yet to be selected; however, the pending price control measure now going through Congress sets Oct. 1. In some cases, though, it's possible that the date selected by OPA will place the prices below those now being charged.

INSULAR PICKUPS AMENDED BY FCC

AS A NATIONAL defense measure, looking toward improvement of broadcast service in territorial and insular possessions, the FCC last Tuesday amended its broadcast regulations to give blanket authority to stations outside the continental United States to rebroadcast commercial programs of domestic international broadcast stations.

Heretofore the rule has permitted such commercial rebroadcasts in particular cases and only on specific authorization. The blanket authorization will eliminate the requirement for specific authority for each program, it was pointed out.

The Commission said that Section 3.408 (c) of its Rules Governing Standard and High Frequency Broadcast Stations had been amended to take care of such commercial rebroadcasts, principally in Alaska and Puerto Rico. It will apply generally to all insular and territorial stations, however.

Haskins Drive

HASKINS BROS. & Co., Omaha (Spark granulated soap and Blue Barrel bar soap), recently started a campaign on 14 midwestern stations, using three transcribed one-minute announcements daily for Blue Barrell soap and three transcribed and live spots daily for Spark soap. Agency is Sidney Garfinkel Adv., San Francisco. The station list: KOIL WOW KOWH WMT KRNT KSO KMA WHBF WIBW KFBI KANS WDGY KFEQ KSOO.

Candy Bros. Spots

CANDY BROS. MFG. Co., St. Louis (Red Cross cough drops), on Oct. 27 started a spot campaign on the following stations: 13 one-minute announcements weekly on WTAM KYW WJR KMBC WFAA-WBAP WOAI KPRC; 17 on WCCO and KMOX; 12 on WHO and KNX; 10 on KDKA and WLW; 11 on KPO; 2 on KGO; 3 on WJAS, and 15 on WBBM. Agency is H. K. Kastor & Sons, Chicago.

SILVER HAT, and it's really that, was presented to Niles Trammell (right), by Don Emilio Azcarraga, owner of XEW, Mexico City, as a token of good-will and friendship toward the United States. Ken Smith, NBC Spanish announcer, brought the gift from Mexico City. The hat is hand-hammered.

Construction of New Stations Slowed by Equipment Delays

Several Instances Occur Where Existing Outlets Use Less Power or Borrow From Neighbors

CONTINUED tightening of the material supply situation because of national defense requirements is yielding a steadily blacker prospect for new station construction.

Foreseeing total blockade for all new facilities except a comparatively few cases where the construction of additional broadcast facilities will fill a hole in the civilian and military defense plan, observers also are agreed that increasing difficulties for even existing operations appear definitely in the wind.

Although no figures are available from the FCC or other Federal agencies, it is known that several stations, faced with the need for prompt replacement of equipment such as transmitter tubes or airplane beacons, have had to seek extraordinary relief.

Good Neighbors

It is also known that at least one has sought permission from the FCC to operate with reduced power until certain of its full-power apparatus could be replaced. Several other instances have been reported where a station, faced with such a prospect, has solved its problem only by borrowing the necessary replacements temporarily from a neighboring station.

One of the recently reported developments was difficulty in securing the glass covers for airplane flash-beacons, mounted atop antenna towers. Although it is held in some quarters that such items, for replacement purposes, are available, and that stations are inclined to complain to the FCC or Civil Aeronautics Authority before exhausting all the supply possibilities, it is nonetheless evident that the priorities picture has extended even to this incidental phase of broadcast operations.

The CAA has, on occasion, intervened in behalf of a broadcast station in securing a preferential priority rating for a particular construction project, such as moving the transmitter site away from an airport. This aid has extended to steel and other materials needed to transfer operation from one site to another.

However, according to CAA, the governing factor in granting this aid has always been "aeronautical advantage"—if it is advantageous to aeronautical activity in the particular area to revise or move a radio structure such as a transmitter tower, then CAA may help secure needed material priorities. On the other hand, CAA has kept its hand entirely off new construction, and has intervened only in cases involving a station located in an area with a substantial amount of air traffic, where towers and other structures do in fact constitute an air hazard.

Several requests for CAA aid have come from construction permittees, it is understood, all of whom have been advised to take the matter up through regular OPM priority channels.

MATERIAL DEARTH TAKES FIDLER OF

SHORTAGE of essential materia due to the national defense program took its first major netwo toll last week when F. A. Durran president of the Tayton Co., In Hollywood cosmetic firm, announced that it was discontinuin its MBS quarter-hour weekly program featuring Jimmy Fidler, fil gossiper and commentator, aft his Nov. 27 broadcast.

Hope that the program would renewed, however, was seen in statement by Mr. Durrant to effect that although the progr contract expired Nov. 13, it being continued for an additi two weeks to determine if the terials situation might ease eno to allow the firm to meet an creasing backlog of orders att uted to the series.

Cosmetic manufacturers faced with a double shortage to increasing use of industrial cohol in ammunition manufactu and because of stringent pri on metals used for cont Steps are already under way to leviate to a certain extent the dustrial alcohol shortage, while periments are continuing in an fort to find a satisfactory tute to replace metal contai However, even if there is an crease in industrial alcohol pro tion, doubt has been express Washington if an apprecia amount could be diverted to civ manufacture because of the re ly increased demands of the def program.

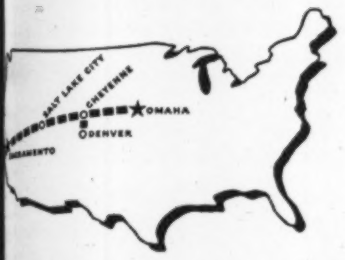
95,000 Defense Plug

DURING October 95,000 one-mi unte announcements for Trea Bonds were made on all statio the country, a new high. Previ spots ran 80,000 to 90,000 campaign started June 1, acc ing to Bill Freeman, Marschalk Pratt, New York, who writes plugs.

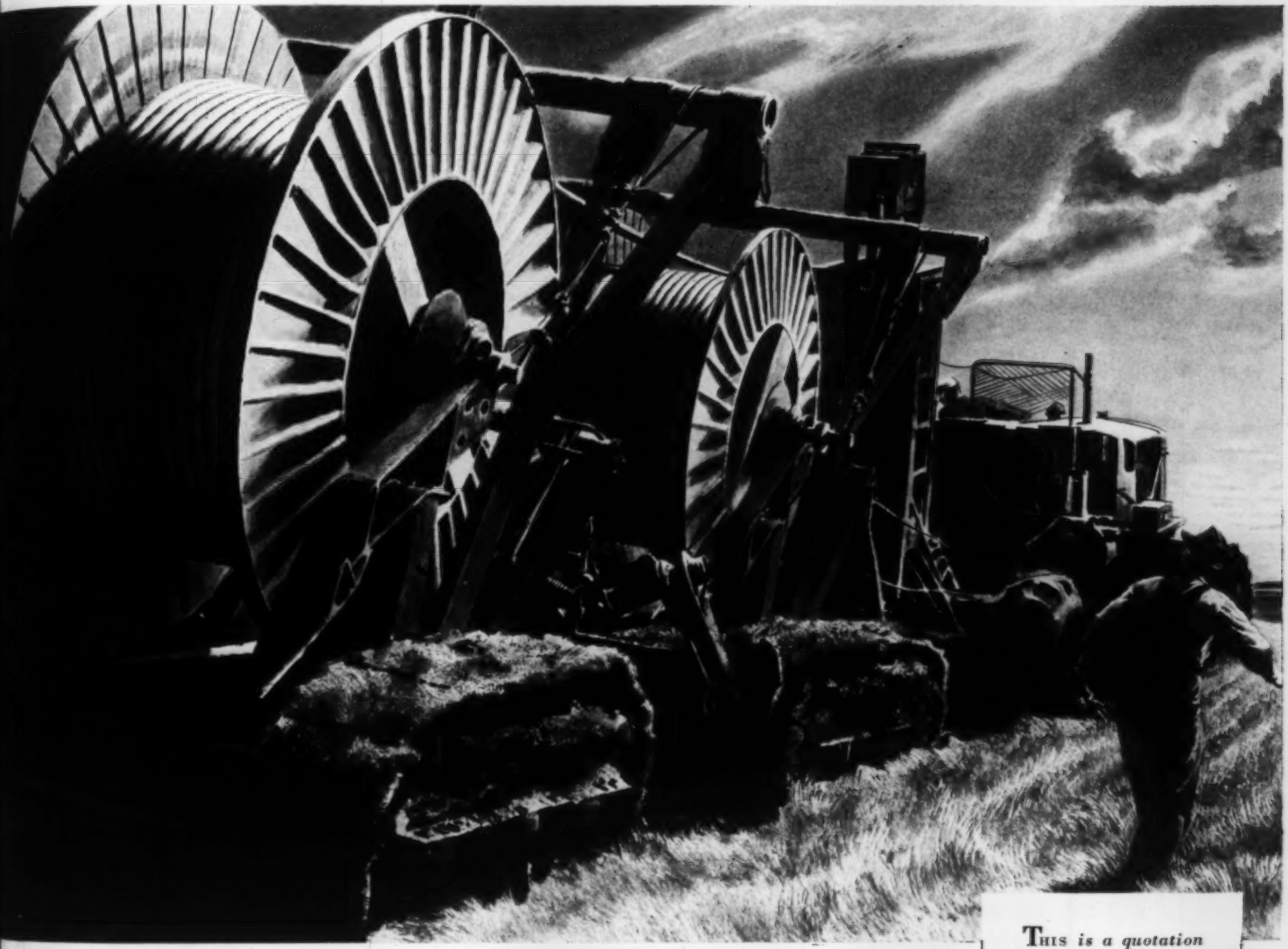
SEPTEMBER SPOTS
For National Defense Ru
To 228 Per Station

DESCRIBING broadcasting as "backbone" of Army, Navy a Marine recruiting campaigns, well as other national defense pr motions and personnel drives, NAB last week announced that du ing September stations broadca an average of 228 spot announ ments in two categories alone- 134 for manpower drives, and for defense financing, such as D fense Bonds and Stamps.

The NAB survey also show that 665 stations are playing weekly quarter-hour transcrib Army recruiting program, wi many repeats. In addition statio carry about 450 other Army sho each week, the NAB indicated. announcing the survey results, NAB pointed out that time devot to informative and moral buildi programs on the national defe theme was not calculated, nor h time devoted to non-defense age cies, departments or bureaus, or fense items in news shows or oth commercial programs.



Plowing a 1600-mile furrow for Defense



"For almost a year, the Bell System has been working on one of the biggest jobs in its history—laying 1600 miles of cable between Omaha and Sacramento to unite the two vast telephone cable networks of the East and the West.

"The first stage of the job is nearing completion. Last fall crews started westward from Omaha and plowed in cable until the winter closed in. Early this spring they were out again, and now have pushed this cable across the Western Plains to Cheyenne and Denver. The remaining work on this new 1600-mile link of the transcontinental cable will be finished and the cable placed in service to Denver by the end of the year. From Cheyenne the route goes on to Salt Lake City and then to Sacramento. The whole job will be done by the end of 1942.

"The speed with which this work is moving along is a tribute to the Bell System people who are doing it. Our men have been working at top speed to finish the job ahead of schedule as one of their contributions to defense.

"When this 20 million dollar cable is completed, telephone calls will be carried for the first time across the continent entirely by cable—most of it buried in the earth. With the new cable, we can handle more transcontinental calls, do a better all-around job.

"Just another short 'progress report' on one of the Bell System's important defense activities."

This is a quotation from The Telephone Hour, *a regular program heard each Monday night over the N. B. C. Red Network. It is interesting to note that this cable carries special wires for network transmission—in addition to wires for telephone, teletype and telephoto service.*

BOILING FOR BUSINESS IN KETTLE (Ky.)?

Simmer down, fellers—there ain't enough business in Kettle (Ky.) to make it worth while to apply the heat! . . If you're in a stew for Kentucky sales, turn on the gas in the Louisville Trading Area, where effective buying income is 33% *greater* than the rest of Kentucky *combined!* WAVE is the *only* station you need to cook up a potful of business — the only station with *complete* coverage at anywhere near our rates! Make us prove it!

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Remember Your Customers With This 3 in 1 Pocket Pal.

PAISLEY CALCULATOR CO. PITTSBURGH PENNA.

RULE-O-SCOPE
By Bastian

→*It's a* RULER
→*It's a* LETTER OPENER
→*It's a* MAGNIFIER
(With fine Rochester lens)

No matter how oversold you may be, you are never oversold on good will. Use this splendid utility remembrance. This item is reasonably priced. Deliveries assured.

Carrying your message will do wonders as:

1. Christmas Gift or Convention Souvenir.
2. Smart Customer Regainer and Retainer.
3. Attention Getting Salesmen's Introduction.

FREE SAMPLE. Executives of rated concerns clipping coupon below to business letterhead will be sent a free sample of this new Bastian item, together with prices, etc.

NAME____________________ TITLE________
FIRM________________________________
CITY____________________ STATE________

BASTIAN BROS. CO.
1500 Bastian Street Rochester, N. Y.

Purely PROGRAMS

NEWEST educational feature of WSIX, Nashville, is *Let's Learn Music*, radio music course that has drawn much favorable comment from local school officials. Carried five mornings weekly, the broadcasts are regularly listened to by Nashville school children as part of their classwork. The feature is written and produced by Catherine Warren, supervisor of music in the Nashville public schools, assisted by Frank Bobo, staff organist, and Announcer Jack Simpson. Designed for pupils in the first five grades, the program incorporates vocal lessons by Miss Warren along with both live and recorded music. Lessons are based on the *Music Hour* books published by Silver-Burdett.

* * *

Extolled and Ribbed

WEEKLY 1½-hour musical variety program *Three Round Jamboree*, has been started on 9 NBC-Pacific Blue stations. Each Saturday night three different stations in the group take over a full 30-minute origination of the program, with m.c. extolling climatic and other advantages of his respective area as well as ribbing other participants. Program idea was originated by Birt F. Fisher, manager of KJR, Seattle, with John Swallow, NBC Western division program manager, coordinating.

* * *

Illini Party

CARRIED nightly from a different Illinois U sorority house, the new *Robeson's House Party* half-hour on WDWS, Champaign, Ill., has established itself as a favorite with Illini students. The broadcast, sponsored by the Robeson Department Store, incorporates one-minute transcribed interviews with sorority girls with their choice of recorded selections. The interviews are cut ahead of time and played back later. Hank Miller is m.c. of the feature.

* * *

Helping Hand

SORT OF a mother confessor to the boys at Fort Bragg, N. C., is Virginia Colburn, who along with Lloyd Shearer conducts *The Helping Hand*, new morning advice-to-the-lovelorn program on WFNC, Fayetteville, N. C. The feature immediately has established itself as a sensational mail-puller, according to station surveys.

* * *

Oberlin Music

FIRST in the 1941 series of Saturday morning musical programs titled *Oberlin on the Air* started Nov. 8 on MBS, presented from Oberlin U and featuring students and graduates of the Oberlin Conservatory of Music.

* * *

True Stories

TRUE stories collected during the past 25 years are related by Ben Alexander on the five-weekly quarter-hour program, *Adventures in Hollywood*, which started Nov. 3 on NBC-Pacific Blue stations.

Rural Forum in Canada

BECAUSE of the increasing importance of Canadian agriculture and the success of regional farm broadcasts last year by the Canadian Broadcasting Corp., a new *National Farm Radio Forum* takes the air from Toronto Nov. 10, to be heard each Monday evening. The forum will discuss current farm problems. First broadcast of the series will include a discussion of CBC regional farm commentators gathered at Toronto in conference. Orville Shugg is supervisor of farm broadcasts. Regional farm commentators are Fergus Mutrie for British Columbia, Hugh Boyd for the Prairie region, Don Fairbairn for Ontario, Ralph Marven for the Maritimes, Armand Berube for the French language farm broadcasts in Quebec province. Farm listening groups are encouraged in rural areas throughout Canada.

* * *

Rocky Romances

ROMANCE of Southwestern archaeology is the basis of the Rocky Mountain Radio Council's newest series which started on KLZ, Denver, and KVOR, Colorado Springs Nov. 7. Titled *Trails of the Past*, the programs will offer a dramatized version of a trip into Tabeguache Canyon in the Uncompahgre National Forest in Western Colorado.

* * *

Forum for Editors

ROUND TABLE discussion on topics of the day of local and national interest is presented by various Florida newspaper editors who meet each Monday night for *The Editors Speak* program of WFTL, Fort Lauderdale. Broadcasts also build up goodwill between the station and the newspapers in the area.

* * *

Pupils Take Over

EACH FRIDAY night the staff of CKOC, Hamilton, Ont., walks out of the broadcasting business for a half-hour to let the pupils of one of Hamilton's high schools take over the program in aid of the current War Savings drive. Station positions — managerial, operation, switchboard—are filled during the 8-8:30 p.m. period by pupils.

* * *

College Capers

COLLEGE variety show emanates from the campus of U of Delaware each week as the half-hour *University On the Air* of WDEL, Wilmington, Del. Educational and entertaining aspects are combined with talks by members of the faculty, presentations by student dramatic guilds and music by student artists.

* * *

About Composers

SHORT biographies of composers whose works appear on the program are presented on *Musical Vox Pop*, thrice - weekly feature of KFAR, Fairbanks, Alaska. Written by Brice Howard Jr., the half-hour is devoted to symphonic, operatic and concert music.

WHEN the new streamliner of
Norfolk & Western arrived in D
ham, N. C., on its first run, WDN
was on hand to extend a ra
greeting. Making a broadcast-
of the train are (l to r) D.
Pond, assistant to the superi
tendent of motive power; J.
Clark, program director of WDNC
and Frank Evans, WDNC a
nouncer.

* * *

Forum for Sportsmen

SPORTSMEN'S clubs of Minn
sota and the State Conservati
Department, after years of bicke
ing, now get together each week
WCCO, Minneapolis, to resolv
their differences. On a new pr
gram, *Sportsmen's Forum*, carri
Tuesday evening on WCCO, a di
ferent sportsmen's organizati
meets each week with Conservati
authorities to hash over person
opinions on various hunting a
fishing regulations. Max Kar
WCCO educational director, ac
as m.c. on the show, using a rovi
mike as he questions club membe
on rules and regulations. The mi
then is turned over to the board
three experts from the Conserv
tion Department, who either co
rect or pass the original answe

* * *

Expensive Defensive

INTERVIEWS with promine
Washington officials will be fe
tured on a new MBS weekly seri
titled *What Price Defense* to sta
Friday, Nov. 14, 9:15-9:30 p.
Theodore Granik, moderator of t
MBS series *American Forum*
the Air will conduct the progra
which will originate in Washin
ton.

* * *

Music by FM

PAINLESS musical education
being offered school children f
days weekly on W59C, Chicago,
a series of quarter-hour record
music programs, titled *The Ch*
dren's Symphony, started Oct.
Non-academic continuity featu
history and appreciation of mu
and composers.

* * *

Stork Reports

DEDICATED to the babies a
mothers in the St. Louis ar
KMOX presents Ruth Hulse N
son in a weekly program, *Ble*
Event. Broadcast salutes the fi
born on each day of the past w
and gives interesting stories
other children as submitted by p
ents.

* * *

News and Business

HOW news of the day affects b
ness and vice versa is reviewed i
new quarter-hour morning prog
conducted on KYA, San Franci
by Lon Hughes, financial editor
the *San Francisco Exami*
Hughes broadcasts Mond
through Friday at 8 a.m.

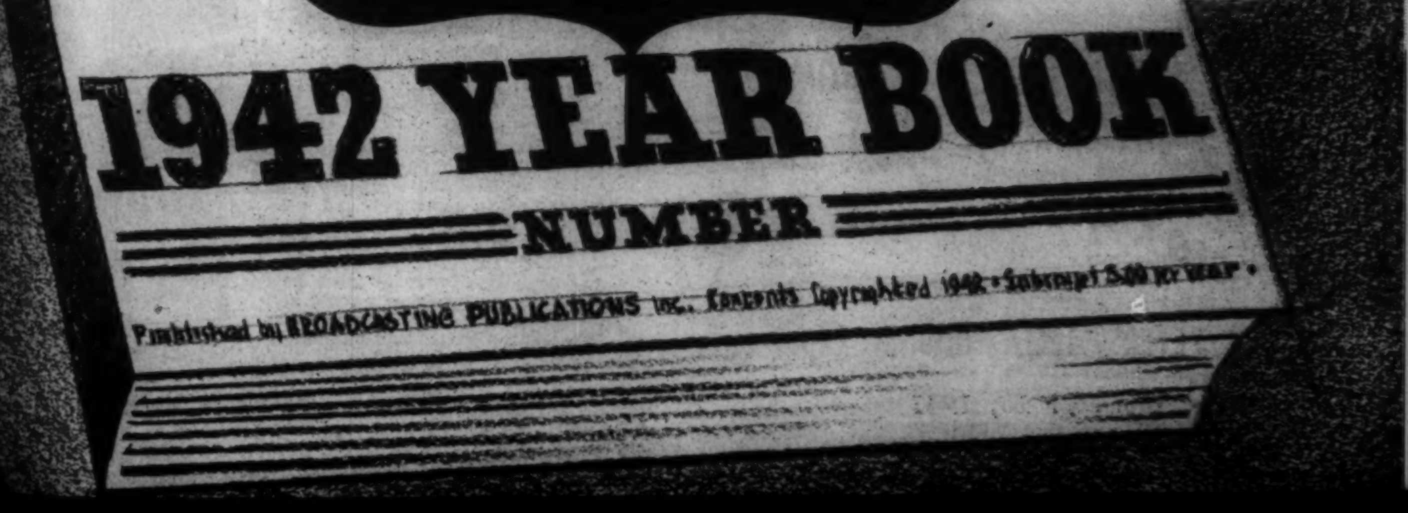
MARKET PLACE OF A CITY

GAY fabrics, foodstuffs, pottery fill the stalls of the city's market place. Commodities of a different sort fill the market place of the broadcasting industry—the BROADCASTING YEAR BOOK Number.

Information, accurate, complete and handy, is the YEAR BOOK's stock in trade. Its pages are turned, its ads read in virtually every office dealing with the business of broadcasting many times a day. That's your clue to the YEAR BOOK's popularity and advertising effectiveness.

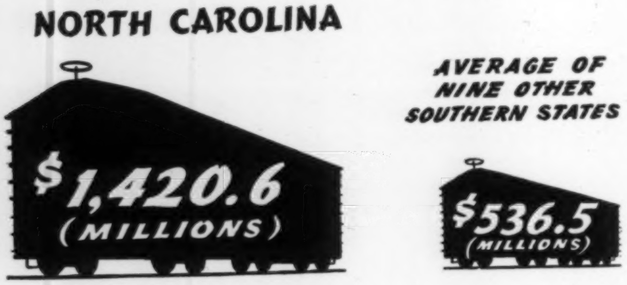
The 1942 YEAR BOOK Number (8th annual edition) is in production. Advertising rates are $192 per page, $108 per half page, $60 per quarter page—subject to regular frequency discounts. For space reservation write BROADCASTING, National Press Bldg., Washington, D. C.

MARKET PLACE OF AN INDUSTRY


1942 YEAR BOOK
NUMBER
Published by BROADCASTING PUBLICATIONS Inc. Contents Copyrighted 1942 • Subscript $5.00 per year •

NORTH CAROLINA IS THE SOUTH'S NO. 1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS



Source: — Census of Manufactures, 1939

WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

Van Camp Beans 10¢
Van Camp Beans 3/20¢

PERSONAL APPEARANCES will be a major promotional activity i connection with the new thrice-weekly series started Nov. 5 on WCLE Cleveland, by Van Camp's Inc. for Van Camp's pork and beans. The quar ter-hour shows feature Dick O'Heren (left), popular WCLE singer who will be accompanied by a three-piece instrumental group. Singer O'Heren here calmly strums his guitar at one of the Fisher Foods Master Markets of Cleveland. Gathered beside a big stack of the sponsor's product are (l to r) Ray Peterson, Van Camp's advertising manager C. H. Brewster, local Van Camp's distributor, and G. F. Thompson, ac count executive of Calkins & Holden, New York, the agency.

NBC INFORMATION HEADED BY DALE

ALBERT E. DALE, former managing and Sunday editor of the *Washington Times Herald*, and last year director of public relations and publicity for the Greater New York Fund, has been appointed director of the NBC department of information, as announced last week by Niles Trammell, NBC president.

Mr. Dale has had more than 20 years' experience in the newspaper and allied fields, starting in Albany as legislature correspondent for the *New York Sun* and *Herald Tribune*. After one year as political reporter for the *New York Evening Mail*, he returned to Albany in 1922 to organize the *Albany Evening News*.

Joining the Hearst enterprises in 1929, Mr. Dale served in executive capacities on the *Detroit News*, the *Wisconsin News* in Milwaukee, *Pittsburgh Sun Telegraph* and the *Chicago Evening American*.

Frank E. Mason, NBC vice-president, formerly in charge of the information division, continues with NBC as vice-president on special assignments, and also is "on temporary loan" to the Navy Department in Washington.

Census of Retail Trade For 1939 Is Published

FIRST permanent volume in the series covering the 1939 Business Census, covering the retail trade portion of the tabulation, has been made available by the Bureau of the Census [854 pages, Census of Business, Volume I Retail Trade: 1939, Part 3, Kinds of Business by Areas, States, Counties and Cities, Superintendent of Documents, Washington, $2].

The book contains data previously issued in individual State reports, including a comparison of stores, sales, personnel and payrolls by major groups and principal kinds of business for 1939, 1935 and 1929 for each State and for cities over 500,000. It also lists stores, sales, personnel payroll and stocks by detailed kinds of business for 1939 by States and cities over 500,000.

WFIL-ASCAP Pact

WFIL, Philadelphia, on Nov. became the first network statio locally to complete negotiations wit ASCAP to broadcast ASCAP musi on both WFIL and W53PH, FM adjunct, according to an announce ment by Roger W. Clipp, vice president and general manager o the stations. Commenting on th agreement, Mr. Clipp declared "We want our listeners to enjo all the best of the old and the ne music from all sources. We wan our advertisers and our progran builders to have a free choice o every composition without any r strictions. We are signing th ASCAP contract to add its u limited blanket service on our sta tions, and ASCAP music is no back on the air over WFIL."

Pro Playoff to Gillette

GILLETTE SAFETY RAZOR C Boston, will again sponsor the pr fessional football playoffs on MBS it was announced last week. Pla off game will be heard on Dec. 1 unless there is a tie in the prece ing games, prohibiting the team from completing their schedules Dec. 7. The post-season game held annually between the winne of the Western and Eastern Di sion of the National Footba League. Last year company spo sored the game between Washin ton Redskins and Chicago Bea from the capital city.

Only New Orleans Station With UP and AP News
WNOE
New Orleans' Greatest Radio V
A Mutual Affiliate

gencies Affected y Auto Decline

roit Branches Forced to rtail Their Activity

TOMOTIVE agencies in De- have begun a long-anticipated justment growing out of the mely reduced volume of their nts.

The trend was signalized by de- of Geyer, Cornell & Newell, close its good-sized Detroit of- , servicing Nash-Kelvinator rp. A handful of executives and ers will be moved into quarters the Kelvinator plant at Detroit service the account; and pro- tion and placement work on account will be handled in the m's New York office. The change s said to have been decided upon ter the client set up advertising propriations for the 1941-1942 ason representing about half of 1940-1941 budgets.

Others Curtail

Staff reductions were made early November at MacManus, John Adams, where the Pontiac and dillac accounts are served. These tial cuts fell largely in the pub- ty departments for the two ac- nts, but extended as well into advertising end.

Publicity departments appear to bearing the initial load of the tractions. At McCann-Erickson, head of the publicity depart- nt, Robert Strother, moved over the *Time-Fortune* magazine up; and, without designating a placement, the agency moved the maining publicity men up a peg h, reducing the department by man. McCann-Erickson had viously been reducing its staff, was reported, due to the loss of Ford truck account.

Similar reports emanate from er agencies through Detroit, th men dropped from payrolls d not replaced. It is generally ceded that the automotive agen- s, faced with reduction of from third to three-quarters of their stantial commission revenue, ll be retrenching steadily dur- g this winter.

The one exception in this picture axon Inc., which has just tak- the Ford truck account, hith- handled by McCann-Erickson. has not been identified with otive advertising except for Lincoln account taken on last r; and hence is in the position ffering reduction on but one aratively minor account at the time that it must staff for requirements of a second such

---

IO CLIENTS of United Press receiving the radio news wire "Speaking of Sports" six times y as part of the 12 scripts sup- them regularly. More than 83% 528 UP radio clients take the , with 51% reporting spon- p of the commentary on sports and personalities as written by ph Palmer, radio sports editor.

WHEC STARTS BOWLING CONTEST

Popular Spar Offers Chance for Station to Develop Good-Will Among Keglers

THE FAMILIAR cry, "Set 'em up in the other alley", has prompted executives of WHEC, Rochester, to realize the vast possibilities of capitalizing on the town's sporting mania—bowling. Rochester has long been regarded as a red-hot spot for the keglers who jam all the available drives from September to May.

Feeling that a boost can be given to the sport that would result in goodwill for the station and form the basis of a new and interesting series of programs with real listener appeal, WHEC is launching a five-man championship tournament for teams within a radius of 50 miles.

The contest, to last from Nov. 16 to Feb. 8, will be limited to maple-spilling aggregations with team total averages not exceeding 925. Over this period a total of $1,000 will be given in prizes by WHEC. This is broken down into weekly prizes of $60; semi-final prizes totaling $120; and the grand prizes in the finals amounting to $200. Entrance fee is free, with bowlers assuming only the cost of their games.

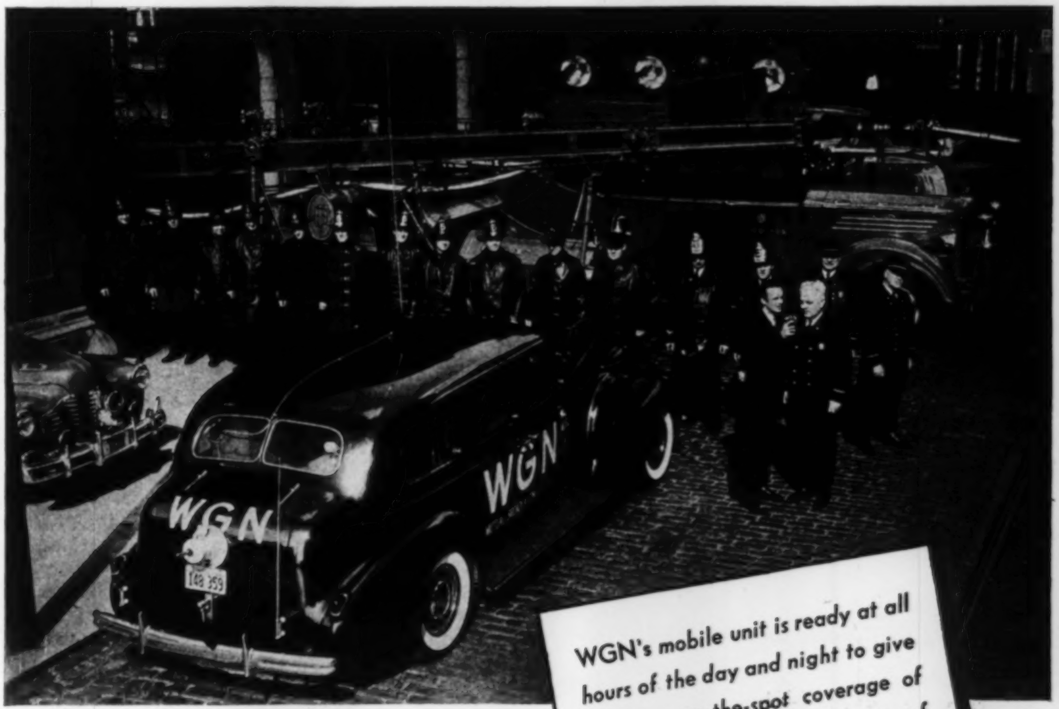
Notices of the tournament were mailed out to various bowling establishments in the district and within two days, without benefit of any newspaper publicity, 58 teams had filed their applications for entrance. List will be restricted to the first 60 teams submitting entries. Gunnar O. Wiig, general manager of WHEC, has stated that it will be an event "that already seems destined to stack up with, if not surpass WHEC promotions over the years."

Rosefield Coast Discs

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy Peanut butter), recently started a half-hour transcribed program, *The Hollywood Theatre*, weekly dramatic series, featuring Gale Page, Ona Munson, Elaine Barry and Elliot Lewis, on KQW, San Jose, Cal.; KARM, Fresno, Cal.; and KXL, Portland, Ore. C. P. MacGregor, transcription firm, Hollywood, produced the series, which is being written by Kimball S. Sant of that firm. According to Walter Guild, radio director of Sidney Garfinkel Adv., San Francisco, agency handling the account, the station list will be expanded on the Coast in the near future.

WALTER S. GIFFORD, president of AT&T and head of the Bell System, will give a brief report on the progress of the Bell System, particularly in national defense work on the *Telephone Hour* broadcast of Monday, Nov. 10, 8-8:30 p.m. on NBC-Red. Account is handled by N. W. Ayer & Sons, N. Y.

Why WGN spells "C-H-I-C-A-G-O"!



WGN's mobile unit is ready at all hours of the day and night to give Chicago on-the-spot coverage of fires, and other news events of strong localized interest—another reason why WGN spells "Chicago."

Chicagoans and radio listeners throughout the Middlewest recognize WGN as a station with a "Hometown" origin and viewpoint. This recognition is another reason why WGN delivers more listeners to your program.

A Clear WGN Channel Station
50,000 WATTS
720 KILOCYCLES
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Ewing Seeks New 50 kw. Station in New Orleans

JOHN D. EWING, publisher of the *Shreveport* (La.) *Times*, and operator of the 50,000-watt KWKH as well as KTBS, both in Shreveport, has applied for a second clear channel station to be located in New Orleans. Requested is 50,000 watt operation on 1060 kc., the channel at present occupied by Westinghouse's KYW, Philadelphia.

New Orleans at present is served by five stations—the 50,000-watt WWL, WSMB, WDSU, WNOE and WJBW. WWL is a CBS affiliate, with WSMB and WDSU as NBC-Red and Blue stations, respectively, and WNOE as the MBS outlet.

Mr. Ewing is president of the Times-Publishing Co., owner of the two Shreveport stations and is also publisher of the *Monroe* (La.) *Morning World* and *News Star* in addition to the *Times*.

ON THE AIR from the air goes the new transmitter of KDAL, Duluth, on 610 kc. at 1,000 watts. Flying 2,000 feet above the new transmitter site in a Northwest Airlines plane, Mayor Edward H. Hatch and City Councilman Mark Wall of nearby Superior, Wis., pushed a button which sent out the impulse by shortwave starting the new transmitter. In the picture (l to r) Councilman Wall, Ellis Harris, KDAL special events director and Mayor Hatch prepare for the ceremony.

NBC Anniversary Features Studios

New Facilities Dedicated as 15th Year Is Observed

COINCIDENT with the observance of its 15th anniversary to be marked with a special two-hour program Nov. 15, NBC will dedicate and formally open its new Copper and Silver studios, located on the 6th and 7th floors of the RCA Bldg., New York.

The New York section of the special program on that date will be presented from the new studios, prior to presenting a roundtable commentary by NBC news representatives all over the world in one of the most comprehensive hookups in the history of broadcasting.

Equipment Innovations

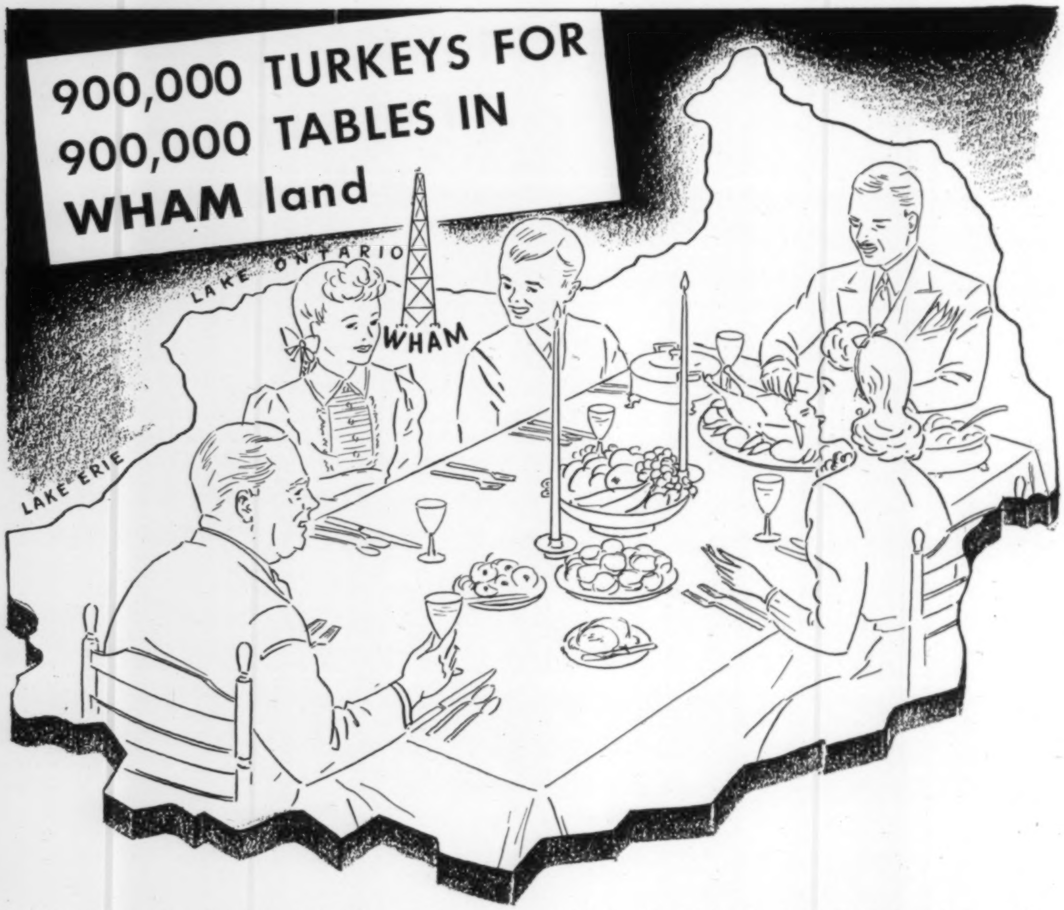
Some 2,000 persons will participate on the program which will feature dramatizations of some of the more important events in the history of radio. It will be heard 11 p. m. to 1 a.m. on the 243 NBC-Red and Blue stations as well as via shortwave to more than 100 stations affiliated with the Pan-American network of NBC's international division.

The modern streamlined studios, each seating 450 persons, give the illusion of complete theatres with stage units scientifically constructed for acoustical perfection, according to O. B. Hanson, NBC vice-president and chief engineer.

Cylindrical sound reflectors have been placed at the rear of the two stages to blend musical tones and voice intonations. The control room of each studio is located on the stage so the audience may follow the signals of the engineers and production managers.

Soundproof clients' booths are located at the 7th floor level inserted into studio walls at an angle to give a clear view of the 38-foot stages. Non-parallel walls prevent reflection of sound back to the stage microphones as well as echoes which mar listening. Both of the new studios are air-conditioned and constructed on the "floating" pattern used by NBC throughout Radio City.

DR. HARRISON B. SUMMERS, NBC Eastern director of public service programs, as the principal speaker at the annual convention of the New Jersey Assn. of Teachers of Speech Nov. 8 in Atlantic City, spoke on "What about Radio".



They're selling a lot of turkeys in Rochester this year. They're selling more in Monroe County with its prosperous suburban homes. But they are selling *a lot more* in WHAMland.

18 trading centers in 43 counties where the profits of humming industries and a rich farm harvest have piled up buying power, make up WHAMland. Here, 900,000 radio home-owners will sit down to a heartier Thanksgiving meal. Here, buying is better—and with WHAM you can share in it for approximately one-third the cost of localized coverage. It's all within WHAM's primary area. That's why WHAM is a better buy.

WHAM
Rochester, N. Y.

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

Showmanship THAT WINS Intermountain Audiences!
KDYL
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO
NBC RED NETWORK

SALES GAIN NOTED AT WESTINGHOUSE

DURING the first three quarters of 1941 Westinghouse Radio Stations Inc. had net sales billings totalling $1,884,658, it was announced last week by Walter Evans, vice-president of the Westinghouse broadcast subsidiary. During September, 1941, billings were $208,805, compared with $161,551 in September, 1940, he revealed.

Pointing to the "marked improvement in earnings this year", Mr. Evans reported: "Business is particularly thriving with KYW, Philadelphia, KDKA, Pittsburgh, and WBZ, Boston. It is also good in the smaller stations of the company, at Springfield, Mass., and Fort Wayne, Ind."

Commenting on the taking over by Westinghouse of the operation and programming of its major stations from NBC, Mr. Evans said, "It is expected that ownership operation will show further improvement over the coming year". Headquarters for Westinghouse Radio Stations Inc. were established in Philadelphia last March. Lee B. Wailes heads the executive staff of the organization, with offices in the KYW Bldg.

H. W. Rogers

H. W. ROGERS, advertising executive of San Francisco and charter member of the San Francisco Advertising Club, died Oct. 31 of a heart attack. He was 74. Mr. Rogers came to the San Francisco bay area 60 years ago and founded the Rogers Adv. Bureau and the H. W. Rogers Adv. Co.

Far From WOR

WOR, New York, recently learned that its coverage had expanded somewhat — to South America, in fact, where there are regular listeners to Jerry Lawrence's all-night program, *Moonlight Saving Time*. In a story lies the proof: A Mr. Moyer of Allentown, Pa., who operates a shortwave sender, called Lawrence in New York to say that he was in communication with a "ham" in Rio de Janeiro. He reported a message from Bert Lown, American orchestra leader now in Rio, who was requesting Jerry to play his old theme song "Bye Bye Blues". Jerry did, and 15-minutes later the man in Allentown called back with thanks from Bert Lown and reported that in Rio and Montevideo people listen to Lawrence nightly until the signal fades.

Wheatena's Novel

SERIALIZED radio adaptation of Eric Hatch's *My Man Godfrey* started Nov. 3 as the second novel to be dramatized on *The Wheatena Playhouse*, five weekly transcribed series sponsored by Wheatena Corp., Rahway, N. J., on 17 stations in selected markets. First novel was *The Rains Came*, by Louis Bromfield, which ended Oct. 31. Agency is Compton Adv., New York.

FISHERWOMAN in her own right is Myrtle Williams Moon, veteran member of the WHO, Des Moines, program department, who went on her first fishing trip while in Florida recently visiting her brother, Pete MacArthur, former WHO program director. In addition to this 69-pound sailfish, for which she received a coveted "Gold Button Sailfish" emblem, Myrtle hooked another sailfish and a tarpon.

WINX Transfer

ASSIGNMENT of the license of WINX, Washington, from Lawrence J. Heller as an individual to WINX Broadcasting Co., which Mr. Heller will control holding 1,837½ of the 2,000 shares of stock issued, is sought in an application to the FCC. Balance will be held by Richard K. Lyon, of Washington, with 125 shares and Herbert Bratter with 37½ shares.

Radio Educators Plan Conference in Chicago

OVER 1,500 radio educators are expected to attend the Fifth School Broadcast Conference, according to George Jennings of Radio Council of Chicago Board of Education, to be held Dec. 3-5 at the Congress Hotel, Chicago.

In attendance this year will be 250 Army public relations officers from Army camps throughout the United States. The major address will be delivered by Edward Tomlinson, NBC advisor on inter-American relations. One of the highlights will be a session on Radio and National Defense with Gen. Frederick Osborn, chief of Morale Division of U. S. War Dept.; Ed Kirby, director of radio branch of bureau of public relations, War Dept.; and Frank Kingdon, of New York.

Others who are to participate include James Rowland Angell, NBC public service counselor; Norman Corwin of CBS; Dorothy Lewis of NAB; Harriet Hester, WLS, Chicago; Hazel Kenyon, KIRO, Seattle; Grace Ingledue, WFIN, Findley, O. Problems of FM broadcasting will be discussed by William Levenson, Cleveland; Linus Travers, Yankee Network; and Carl Meyers, W59C and WGN, Chicago.

Sessions on the Value of Radio Workshop, Radio Writing and How We Use Radio have been scheduled as well as classroom demonstrations, discussion panels, and work study groups.

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS
KWK - MUTUAL - Represented by Raymer

WHY WLAC IS THE CHO

IT'S

Survey conducted in Nashville by Certified Public Accountants gives WLAC 17% daytime preference over Station B, and 95% over Station C.

● **First and Only Nashville Station To** carry regular programs from Tennessee's Army Camp.

● **Only Station To Broadcast From** first plane (in flight) to come from New Vultee Aircraft Plant.

● **First and Only S** roadc
within walls o Stat

● **First and Only Station To** carry daily "Spelling Bee" from downtown sidewalk.

AUTO R
SATURDAY

● **First and Only Station To Broadcast** harness races from the Tennessee State Fair.

● **First St** cast
progr
Nashvill

THE STATION OF THE GREAT TENNESSEE VALLEY

NASHVILLE,
TENNESSEE

WLAC

GOING TO 50
COLU A
UN D

J. T. WARD, Owner PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

OF *SO* *MANY* LISTENERS

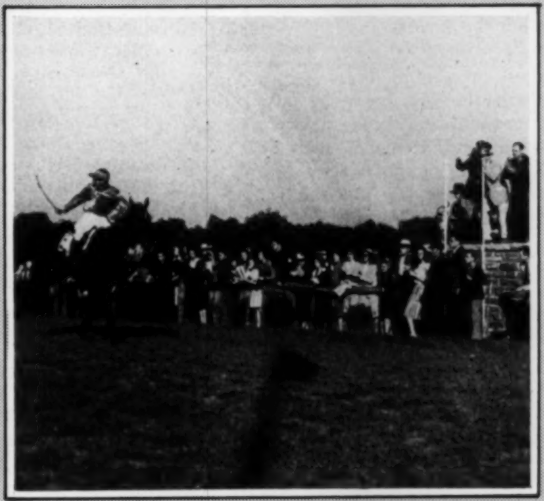
T'S STATION THAT ALWAYS *"GETS THERE FIRST"* WHEN IMPORTANT EVENTS OCCUR

● **d Only S** roadcast from walls o State Prison.

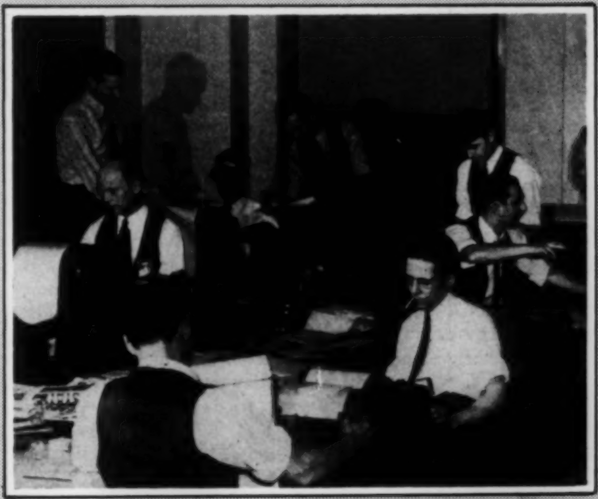
● **First and Only Station To** broadcast complete circus performance from under "Big Top"

● **First and Only Station To Broadcast** regular interviews from Nashville's airport. (*Irene Rich)

● **irst St** "Quiz" rogram m of Nashvill



● **First Station To Broadcast** the exciting description of a Tennessee "Steeplechase"



● **First Station To Establish Regularly** scheduled newscasts on basis of permanent operation.

WATTS

A PROGRAMS

D PRESS NEWS

Not Only
Power
Where Power Counts Most
but
Programs
That Count Most, Too!

F. C. SOWELL, Manager

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING PUBLICATIONS, Inc.

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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Clocks Don't Stretch

HOLIDAYS are boom days for most advertising media. This year, however, the boom will not be quite so marked in the broadcast industry, judging by a survey just completed by BROADCASTING.

Curiously, this tapering-off tendency in the seasonal expansion is an encouraging factor. It is encouraging because a stable 12-month trend is desirable in nearly ever line of business. But it is especially encouraging because many of the very advertisers who once merely bought holiday time have been converted to year-round users of the air medium.

A lively holiday season is foreseen by local merchandisers. They have their stock problems and their shortage of heavy goods, but gift and luxury items will move easily due to the swelling payrolls in most market areas.

Many stations are quietly contented with the lessened upsurge of Christmas timebuying for they are encountering a clock-stretching problem that involves careful operating technique.

Both Ends of the Mike

TIGHTENING of the radio equipment situation is causing the broadcasting industry increasing concern. Steps are being taken, with the Defense Communications Board in the forefront, to alleviate the pressure so stations can be kept on the air without serious interruptions. The closer this nation gets to an open break, the more urgent it becomes that its broadcast structure be kept at peak performance. The public must be kept informed and radio becomes the national voice in the defense operation.

But that's only half the story. A highly efficient broadcast structure, adequately supplied with reserve and replacement parts, can't do an effective job if the other end of the circuit is not equally well primed. At this writing, the radio receiver appears to be the step-child. OPM officials apparently have the distorted notion that with 51,000,000 receivers in homes, automobiles and other domiciles and conveyances, America's 135,000,000 people are adequately supplied with reception equipment.

How efficient is that equipment? Unfortunately, a vast number of the receivers in use are cigar-box models, or midgets of ancient vintage in this fast moving radio age. They need frequent repair and adjustment. All must be re-tubed periodically.

For reasons undisclosed, OPM has specifically excluded replacement parts for repairs of home receivers from its recent P-22 priorities order giving perferential status, though an A-10 rating, to a long list of essential industries for repair, maintenance and operating supplies. Moreover, it has shut down on new set production so that the outlook, according to officials of Radio Manufacturers Assn., is for possibly a two-thirds reduction in output next year. Beyond that, the Office of Price Administration, headed by Leon Henderson, as one of its first price-pegging acts, is expected to freeze the prices of radios as such, as well as the component parts sold to assemblers.

In a national emergency, 100% efficiency can't be expected from either government or industry. The pace is swift. Consequently, mistakes are made and essentials are overlooked. But there's always the opportunity to rectify errors.

We believe a mistake was made in failing to provide a preferred rating for the servicing field in radio—a rating that means something and will result in provision of adequate repair and replacement materials and parts for the service field. The broadcasting industry can and is doing its part in trying to maintain peak performance and by supplying more and more gratis time for the national defense effort. But without "circulation" maintained at peak level, that portion of the broadcasting effort is dissipated.

It might not be a bad idea for defense officials to foster a "renovate your old set" campaign, to get more of them in working order, and to assure maximum audience when it's needed most.

Free, White & 21?

THIS MONTH radio broadcasting is 21. It's reasonably free, depending upon how you look at it. And it's white with rage only.

Measured by ordinary standards, radio popped into being full bloom before Old Father Time could bat an eyelash or say Guglielmo Marconi, or maybe Frank Conrad. It's a miracle, the eighth wonder of the world and the super-super of modern conveyance of intelligence! But in that swift 21-year span, radio seems to have grown a set of horns and to have become a monopolistic monster that has to be exterminated.

We're not reading from Grimm's Fairy Tales. Just take a look at the record—the FCC record. A modern Sir Lancelot and his tried and tested squad of majority invincibles, is out to do the job of bringing to book this hydra-headed monster that appears to be guilty only of serving the public interest to the entire satisfaction of the very public it is commissioned by law to serve.

There's the rule banning time options that constitutes one of those heads, we assume. Then there's newspaper ownership of broadcast stations, as another; multiple ownership of stations where overlap is involved, and a host of other things on the books.

All these, it seems, can't wait until the war emergency is past. Upheaval or no, the job has to be done, and the hero must march triumphant, whatever the cost. There shouldn't even be "temporary relief" of the character requested by the major networks in their court proceedings, to hold only until the courts determine whether the FCC has the jurisdiction and authority it has assumed.

The first 21 years undoubtedly will go down in history as radio's hardest. Radio probably couldn't survive another siege like it.

The RADIO BOOK SHELF

BOOK by Paul L. Specht titled *How They Become Name Bands* has been published by Fine Arts Publications, New York ($2.00) as a short history of noted band leaders popular during the last decade. A violinist and orchestra leader himself, Mr. Specht gives invaluable advice on the technique of becoming a successful "maestro," concluding his book with a summary of plans and proposals for Federal aid to struggling young musicians.

THE 10 outstanding dramatic radio scripts of the past year, as selected by Norman S. Weiser, associate editor of *Radio Daily*, comprise *The Writer's Radio Theatre* (Harper & Brothers, New York, $2). Stating in his foreword that the plays included in the volume "are not indicative of the trends in radio during any given period, but are rather the permanent basis of the true radio theatre," Mr. Weiser explains that his prime requisite was that the drama be "good radio." All the plays were written exclusively for broadcasting and six of them were presented under commercial sponsorship.

The publishers are planning to follow up the publication of the book, by awarding honor scrolls to the programs whose scripts were selected as the ten outstanding radio plays of the year. Arrangements have already been made for presentation of the award on the *Cavalcade of America*, two of whose scripts were selected, *American School of the Air*, *Star-Spangled Theater*, *Everyman's Theater*, *Kate Smith Hour*, and *Helen Hayes Theatre*. Writers' awards will also be given to Arch Oboler, Norman Corwin, Ruth Barth, Elpha A. Ellington, Jean Holloway, Therese Lewis, Dwight Irving Cooke, and Jerry Devine.

OFFICIAL Atlas for the CBS *School of the Air of the Americas* program is a "World Histri-ography", prepared by Stuart Ayres of the CBS education department, as a classroom aid along with the Teacher's Manual which the network distributes to teachers in all the American republics. The book tells the social and economic meaning behind the maps published in the world atlas of C. S. Hammond & Co., New York.

We Pay Our Respects To —

HERBERT L. PETTEY

HAPPEN into an office on the top floor of Loew's State Theatre Bldg. in New York about dusk and you'll likely see two columns of red light flashing on the distant Jersey horizon. They are the towers of WHN, whose new 50,000 watt transmitter makes it as powerful as any independent station in the country. Those gleaming towers are a monumental tribute to Herbert L. Pettey, managing director of WHN.

There's quite a story attached to Pettey's entrance into the broadcasting business. He had no burning ambition to get into radio, yet in a few short months he was destined to hold one of its most important jobs in Washington. Shortly before the 1932 elections, Pettey, then selling sound film projection equipment for RCA-Victor, walked into Democratic National Campaign headquarters bent upon selling the idea of mounting film equipment on trucks to be used in the Roosevelt campaign.

Col. Louis McHenry Howe, aide to Roosevelt, received Salesman Pettey and noted "RCA-Victor" on the card. Assuming that anyone connected with RCA knew all about radio, he asked Pettey what time was open for campaign speeches on the networks. Pettey didn't know, but as one of those salesmen who will do anything in the way of service to help put over a sale said he "would be glad to find out." From Howe's office, Pettey approached the networks but could make no one there understand that he was the official representative of the President-to-be.

Accordingly, he purchased a copy of the Sunday *New York Times*, turned to the radio page and blocked out all the programs he knew to be commercial. All the rest of the time he assumed to be available and he returned with the page and his film projection equipment the next day to the office of Col. Howe. He never sold the equipment; instead he found himself made radio director of the Democratic National Committee and before the campaign was over that year he had bought over a half-million dollars worth of time.

In March, 1933, Pettey was appointed secretary to the Federal Radio Commission by President Roosevelt. Since that had been a civil service post up until that time, the appointment required an Executive Order before it could be consummated. This was the second executive order issued by Roosevelt, the first having been the one declaring the bank holiday.

Pettey was born June 5, 1905 in Prospect, O., but he usually refers to Kansas City as his home town since he spent most of his boyhood and school days there. He attended U of Kansas, the school that has produced such well-known radio figures as Sam Pickard, Paul White, Leo Fitzpatrick, Don Davis and the Patt brothers. Pettey studied, of all things, medicine—perhaps better to cope with the "headaches" confronting a station manager.

His first job out of K. U. was with the Crackerjack Company doing advertising and sales promotion. His second was selling Metro-Goldwyn-Mayer films throughout the Midwest. A year later he switched to RCA-Victor, representing that firm in Detroit before being transferred to Washington.

Pettey served as secretary to the FRC and to its successor, the FCC, from 1933 to 1936. In that time he also served on President Roosevelt's Committee on National Communications which prepared and sent to Congress the Communications Act of 1934. He resigned all Washington duties May 1, 1936, to return to Loew's as director of sales of WHN. He became managing director in 1939 and under his direction the station has become known as one of the most successfully operated independent stations in the country.

One of the early proponents of FM, he has secured two grants for the Loew organization for FM stations in New York and Los Angeles. The New York station, W63NY, is to be on the air in another couple of months. Active in FMBI, Pettey is also one of the organizers and secretary-treasurer of the American Network (FM).

In 1928, Pettey married Hope Dolph, sister of William Dolph, manager of WOL, Washington. These two, with his mother in Kansas City, are probably the only persons who know what the "L" in his name stands for.

Herb is one of those affable fellows welcomed in any group because of his sense of humor and wealth of good stories. His contributions toward a better radio industry were recently exemplified in his role as one of the arbitrators of contractual differences between the NAB and AAAA.

Pettey commutes between New York and his home in Bronxville, N. Y., where he is a member of the Siwanoy Country Club. His golf game, usually pretty fair, has suffered somewhat through lack of practice the past few months while he has watched the skyward growth of the new WHN.

Personal NOTES

GEORGE CLAPP, formerly assistant to Adolph Opfinger, MBS program coordinator, has been transferred to the MBS sales service department, where he will deal chiefly with out-of-town broadcast of *Spotlight Bands*, sponsored by Coca Cola Co.

HUGH BADER, announcer of KGVO, Missoula, Mont., on Oct. 18 married Mary Jane Mosby, daughter of A. J. Mosby, general manager of KGVO.

SID BETTS, formerly of the *Edmonton Bulletin*, and Rip Crotty, of CKGB, Timmins, Ont., have joined the sales staff of CKWX, Vancouver, B. C.

JERRY AKERS, formerly general manager of KYUM, Yuma, Ariz., and more recently with KSAN, San Francisco, has joined KJBS, San Francisco, as account executive.

TOM FOXWORTHY, account executive, formerly of KMYC, Marysville, Cal., has joined the sales staff of KYOS, Merced, Cal.

STAN SIMPSON, account executive, has been elevated to sales manager of KTKC, Visalia, Cal., succeeding Millard Kibbe who resigned to join XELO, Tiajuana, Mex., in a similar capacity. Charles Foll, KMO, Tacoma, announcer-producer, has rejoined KTKC as production manager and succeeds Ken Aitken who has been shifted to the sales division as account executive. Staff changes were announced by Charles P. Scott, station manager.

AD FRIED, sales promotion manager of KROW, Oakland, is the father of a girl born Oct. 30.

DAVE WARD, special events director of WKRC, Cincinnati, has been placed in charge of sales promotion under Ken Church, director of national sales and promotion. He has been with the station nearly a year, coming from Premier Radio Enterprises. Prior to that he had been with KSD, St. Louis, and West Coast stations.

TED ENNS, national sales manager of the Cowles Group stations, is recovering from a tonsillectomy.

JESSE H. LIDE has been named assistant general advertising manager of the Westinghouse Electric and Manufacturing Co. He was formerly assistant advertising manager of the Westinghouse merchandising division in Mansfield, O.

EASTON C. WOOLLEY, manager of the service division of NBC's station relations, late last month married Christine Poler of Forest Hills, Long Island.

W. C. ALCORN, general manager of WBNX, New York, is to receive a special citizens medal for Americanism from Bronx Post No. 95, Veterans of Foreign Wars, in a ceremony to be broadcast over the station, Monday, Nov. 10, 8-8:15 p.m. Citation was designed to show unanimous approval of the VFW of the program policies of WBNX, carried out under Alcorn's direction.

AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., has been added to the Pan American Council of CBS' *School of the Air of the Americas*, representing Canada.

S. C. GALE, advertising manager of General Mills, Minneapolis, has been scheduled as a principal speaker at the NAB 11th District luncheon meeting Dec. 11.

FORREST R. MEANS, of Oklahoma City, has joined the sales staff of KLZ, Denver.

Staff Changes Effected By KMOX, in St. Louis

MERLE S. JONES, manager of KMOX, St. Louis, in a general reorganization of the station's sales staff will assume the additional duties of national spot sales contact while J. Soulard Johnson, sales promotion director, has been promoted to local sales manager.

Mr. Johnson replaces Kenneth W. Church, who recently joined WKRC, Cincinnati, as director of national sales and promotion. Carter Ringlep, formerly of KMBC, Kansas City, has joined KMOX as manager of the St. Louis office of Radio Sales. John Harvey, Rollie Williams and Robert Carpenter remain as account executives.

Tom Rooney, formerly with Ruthrauff & Ryan in St. Louis, becomes acting sales promotion director and director of merchandising with Margaret Hart as his assistant as a result of the reorganization. Fred Mueller, formerly assistant to the promotion director has been named research director.

Val Lawrence Is Named As Manager of KROD

VAL LAWRENCE, vice-president of the El Paso Times Co., has been named general manager of KROD, El Paso, it was announced Nov. 1 by Dorrance D. Roderick, president of the station. Mr. Lawrence has been advertising director of the Newspaper Printing Corp., El Paso, since it was formed in 1936.

Merle H. Tucker, who has been acting manager of KROD since June 1, 1940, will continue with the station as assistant manager, Mr. Lawrence indicated. He said also that no personnel changes were contemplated.

Mr. Lawrence, a 32d degree Mason and a Shriner, has been in the newspaper business for 28 years. Before coming to El Paso in 1927, to join the old El Paso *Herald and Times*, he had been associated with papers in Arkansas, Kansas, Louisiana and Pennsylvania.

BEHIND *the* MIKE

GEORGE MAYORAL, formerly chief anouncer of WLWO, Cincinnati, Crosley international shortwave outlet, on Oct. 30 joined the electrical engineering department of Studebaker Corp., South Bend, Ind. Mayoral, a native of Puerto Rico, is an engineering graduate of Tulane U. He has been with WLWO since August, 1940.

ARCH McDONALD, sports announcer of WJSV, Washington, has been named chief air raid warden of Montgomery County, Maryland.

SAM GORDON, formerly of WBRK, Pittsfield, Mass., has joined the announcing staff of WTRY, Troy, N. Y.

JESS STANTON, formerly of KSAM, Huntsville, Tex., has joined the announcing staff of KFRO, Longview, Tex. Ray Whitworth, formerly of KWVC, Vernon, and KCMC, Texarkana, Tex., has replaced Edward Tait on the KFRO announcing staff. Tait has joined KTBS, Shreveport, La., in a similar capacity.

REILAND QUINN, formerly general manager of KYA, San Francisco, on Oct. 30 joined KJBS-KQW as announcer-writer.

TONY WHEELER, announcer of WFIL, Philadelphia, and Joan Lane, model, were to be married Nov. 10.

KAY CONLIN, formerly in the publicity department, has been placed in charge of copy at WIP, Philadelphia.

Sings Again

"SOMEBODY ought to break that guy's nose", has often been ventured by disgruntled listeners as the dulcet tones of some crooner fills the air. But reversing the procedure was Johnnie O'Hara, sportscaster of KWK, St. Louis, who lost his singing voice years ago. Johnnie came out of a recent auto accident with a nose broken in six places—only to find on his recovery that the timbre of his voice had improved to such an extent that he now has regained a very presentable singing voice.

NORMAN PAUL, formerly of WISN, Milwaukee, has joined the announcing staff of WROK, Rockford, Ill.

GLENN SHAW, production manager of KSL, Salt Lake City, is the father of a boy born recently, his fourth child.

DIXON GAYER, local music critic and columnist, has joined KROW, Oakland, Cal., as publicity director, succeeding Bob Meikel, resigned.

TED THOMPSON, with NBC in various capacities for the past eight years, on Nov. 15 will join the personnel department of the plastics division of E. I. duPont de Nemour & Co.

MYRON J. BENNETT, conductor of the *MJB Show* on KWK, St. Louis, on Nov. 3 started a daily column in the *St. Louis Globe-Democrat*, written in style similar to his commentaries on his twice-daily radio programs. William Budde, formerly with the H. B. Deal Construction Co., St. Louis, has joined KWK as auditor.

JACQUELINE JONES, formerly a newspaper woman, has joined the continuity staff of WLAC, Nashville.

GEORGE KENT, formerly of WGKV, Charleston, W. Va., has joined the announcing staff of WDNC, Durham, N. C.

HARRY KRONMAN and Jess Oppenheimer, Hollywood writers, have been signed to turn out scripts for *Shirley Temple Time*, which starts Dec. 15 under sponsorship of Elgin Watch Co., on 71 CBS stations for four weeks. Tom McKnight will produce for Wm. Esty Co., agency servicing the account.

MARION HARMAN, formerly of WRDW, Augusta, Ga., has been named station director and program director of WGOV, Waldosta, Ga.

STANFORD LEWIS, former production manager and announcer of WFPG, Atlantic City, has joined WIP, Philadelphia, as news announcer.

J. TAYLOR GRANT, announcer of KWK, St. Louis, is the father of a girl, Carol, born Oct. 26. Grant in private life is Edward Harman.

BILL NEWELL, news announcer of CKWX, Vancouver, B. C., has left to join the Royal Canadian Air Force in Eastern Canada.

DEANE STEWART, for the last eight months a member of the announcing staff of KYA, San Francisco, has been named program director of the station.

CHARLES LIVINGSTONE, drama director of WXYZ, Detroit, has been named director of production, in charge of all broadcasts of the station, including *The Lone Ranger* and *The Green Hornet*, originated by WXYZ for a coast-to-coast MBS hookup. Fran Striker, original writer of the *Lone Ranger* series and currently producing continuity for the newspaper strip, has been ill at his home for three weeks.

JIM KANE, CBS publicity director of WBBM, Chicago, is the father of a girl, Dorothy, born Oct. 31.

JOE DILLON, former program director of WKNY, Kingston, N. Y., returns to Phladelphia and will conduct the *Irish Amateur Hour* for Leo Brady's Furniture Store on WPEN, Philadelphia, where he was previously a member of the announcing staff.

HARRY WOODS leaves the announcing staff of WPEN, Philadelphia, for New York.

JACK RUSSELL, CKGB, Timmins, Ont., program director, is now in the Canadian army.

JACK PATTEN, on the production staff of KSAN, San Francisco, has been named publicity director.

BOB FLEET has joined the announcing staff of KGVO, Missoula, Mont.

PAT HALVERSON, formerly of KGNC, Amarillo, has rejoined the announcing staff of WJDX, Jackson, Miss.

BEN ALEXANDER, Hollywood announcer, has been assigned to the weekly NBC half-hour *Old Gold Show*, featuring Herbert Marshall, sponsored by P. Lorillard Co. (Old Gold cigarettes).

LOUIS CUCOL, traffic manager of WHN, New York, and Jane Mengrone, former press agent, have announced their engagement. They plan to marry early next year.

DAN HUGHES has joined KRGV, Weslaco, Tex., replacing Lyle Grace who has gone to KTSA, San Antonio.

JOHN SHELDON, announcer of WICA, Ashtabula, O., has left for Miami, Fla., to be a student pilot in the Navy.

MARVIN APPLE and Bob Beckett, both new to radio, have joined the announcing staff of KCKN, Kansas City.

"AN AIR-BLITZ IS THE KEY TO THE RICH RED RIVER VALLEY—AND DON'T FERGIT THAT WDAY IS THE ONLY NBC STATION WITHIN 190 MILES OF FARGO!"
WDAY
FARGO, N. D.
5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

HOW TO BRING HOME THE BACON

For 15 years WWNC has done a real job of "bringing home the sales." Located in a good, moderate-size market, WWNC oftentimes delivers sales far in excess of what those-who - don't - know - this - great station might expect. Why?---WWNC does a top-notch job of promotion for its advertiser that results in much plus business!

Get Results! -- Use....

570 Kc.
CBS Affiliate

WWNC
ASHEVILLE, N.C.

Meet the LADIES

MARSHALL ADAMS

A FLAIR for style, developed as a Powers model not to mention her tenure as stylist for Gimbel Bros. and Sak's, in New York, and a warm personality have firmly established Marshall Adams, newly-appointed fashion editor of WINX, Washington, high in capital fashion circles. The vivacious Miss Adams is a descendant of a prominent theatrical family which accounts for her knack of smart showmanship. Marshall's initiation into professional life was as a John Powers model where association with the artistic spurred her to further art studies. From art school, she successively became a buyer for Saks 34th St. store; stylist for Gimbel Bros., Philadelphia; fashion editor of the *Washington Post*; and then back to New York as research director and style co-ordinator for the Celanese Corp. of America.

AL NEWKIRK, announcer of WICA, Ashtabula, O., has been named news editor and publicity director of WICA, succeeding Thurse F. Sigman who joined the American Rolling Mills, Middletown, O.

FOR SALE
1 KW.
TRANSMITTER

Because of our recent installation of new 5,000-Watt equipment we now have for sale one used 1,000-Watt transmitter. Write for details.

By the way, our new 5 KW thoroughly covers the vital Gulf Coast Defense Area.

5,000 WATTS Day and Nite **WALA MOBILE**

Representative
John H. Perry Associates

Staff Employes of CBC Listed in War Service

MORE Canadian Broadcasting Corp. employes are now on active service, according to the latest list made available. Sub.-Lieut. H. J. Browne, CBS musician, Toronto, is now on active service with the Royal Canadian Navy, operating from Halifax. Sergt.-Pilot W. J. Wilson, formerly with CBC Press and Information Department, Toronto, received his wings Oct. 23 at the Royal Canadian Air Force school at Aylmer, Ont. Sam Howe, CBC engineering division Toronto, is training with the Royal Canadian Air Force for overseas service as a firefighter. John Starke, former CBC anouncer at Toronto, is now overseas with an Ontario Scottish Regiment. Ray Cahill, of the Toronto music library, is in the Royal Canadian Army Pay Corps. Gordon Tanner of the CBL, Toronto, sound effects department, is in training to become a wireless operator with the Royal Canadian Air Force. W. J. O'Reilly of the program department at Halifax, is training for special duties with the Royal Canadian Air Force, and Pilot Officer L. B. McDonald of the Royal Canadian Air Force was announcer in the Maritime Division at Halifax before joining.

WSAZ Staff Changes

A NUMBER of additions have been made to the staff of WSAZ, Huntington, W. Va. Bill Knight has joined the sales staff. Al Rauch is new program director. Ted Arnold has been added to the announcing staff. Mary Frances Carter is musical director. Bill Manrov and Bill Hansher have joined the egineering staff. Thelma Adams is new mail clerk. WSAZ has installed a new Collins transmitter and operates from 6 a.m. to midnight.

Gus Mack

GUS MACK, 48, onetime executive of KFWB and KMTR, Hollywood, died Nov. 1 at his home in North Hollywood from a heart ailment brought on by pneumonia. For the past 12 years he was *Los Angeles Examiner* funnypaper story teller on KHJ, Los Angeles. Surviving are his widow, Mrs. Nellie Mack; a son Edward, and a daughter, Mrs. Joyce Couch.

Joy Saves Day

IT WAS LUCKY for the audience in the John Wanamaker Store in Philadelphia, last week when at the eleventh hour they were trying to fill a part in the *Mikado*, that Leslie Joy, general manager of KYW, Philadelphia, was an old hand at Gilbert and Sullivan singing. The regular artist who was to take the part of *Koko* was suddenly called away. Someone noticed Mr. Joy and recalled that his forte a decade or two ago was *Koko* in productions of the Savoy Opera Co. With only 20 minutes rehearsal he stepped before the footlights to save the day.

HAL TOTTEN ON *Sports*

10:45—11:00 P. M., C.S.T.
Monday Thru Friday

●

A daily digest of the activities in the world of sports with interesting and instructive comments by Hal Totten, nationally famous sports authority—a sure-fire radio feature that reaches the vast throng of athletically-minded people in the great Chicago market.

Hal Totten, a leader in his field, has for a number of seasons broadcast the Chicago Cubs and White Sox baseball games and many other important sporting events.

"HAL TOTTEN ON SPORTS" and Station WENR, with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan is a weapon that will produce greater sales and profits at low cost in America's second largest market—Chicago. . . . Phone or write for more detailed information about HAL TOTTEN ON SPORTS and Station WENR with the assurance YOU GET MORE FOR LESS ON

WENR *Chicago*

Represented Nationally by the NBC Spot Offices in
CHICAGO NEW YORK BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

SPEND LESS
...GET MORE
on WCOP
★
Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

GOING FULL TIME SOON!

WCOP
BOSTON'S
STAR RADIO SALESMAN

Merchandising & Promotion

Instead of Food Show—Superman Writers—Journey Through Gotham—Chance for Druggists

DESIGNED to supplant the annual Boston food show, the Massachusetts Independent Retail Grocers & Provision Dealers Assn., through Chambers & Wiswell, Boston agency, is sponsoring the Patriotic Pantry Party, a state-wide promotion in which cooperating retail outlets will push 104 selected food products from Nov. 3 to Jan. 31, 1942. The plan ties in with the national defense effort through provision for the stores to sell Defense Stamps, as well as through the giving away of several thousand dollars in defense bonds for prize-winning essays and store displays. Radio is to be used extensively in the three-month drive, along with special promotion displays and newspaper space.

* * *

Whodunit Hats

A MURDER MYSTERY series in which the audience participates in the solution of the crimes, is *Eight Mysterious Hats*, recently started on KPO, San Francisco, by Lundstrom Hat Stores. The series deals with eight chapters, each with a different murder and each involving a different type of hat. Listeners will have to visit one of the Lundstrom stores in order to see the hat involved and get clues that will allow the fan to compete for prizes in solving the murders.

Essay Contest

GRAVEM-INGLIS BAKING Co., Stockton, Cal., which sponsors *The Adventures of Superman* on KTRB, KYOS and KWG, recently conducted an essay contest for school children on "Ten Reasons Why I Am Proud to Be an American." School teachers in the territory were sent personal letters by the sponsor and the contest was announced in classrooms. Children had to go to their grocer, who handled the bread which sponsors Superman, for entry blanks. Contest ran for one month. Cash prizes for the winners included: $10, $5 and $3. In addition the winners received large framed pictures of famous Americans for their classroom and a free trip to San Francisco for presentation of the awards.

* * *

Belt That Glows

SOMETHING new in give-aways for children is the "Luminous Safety Belt" which takes on a glowing appearance when exposed to the light. Offered by General Mills on its *Lone Ranger* series on MBS starting Nov. 5 the belt can be obtained for 10 cents and a boxtop from a package of Corn Kix, which the program advertises.

* * *

Holmes & Druggists

DRUGGISTS from typical American cities are featured from time to time on *Sherlock Holmes* program, sponsored on NBC-Red by Groves Labs., Elkhart, Ind., in the interest of Bromo Quinine. Each of these broadcasts will be preceded by a network announcer selling the service and importance of retail druggists.

* * *

Air Conditioner

PREMIUM offer of a D-D air conditioner for the ice box is being made on the *Man On the Street* program of WCLS, Joliet, Ill., sponsored by Help Inc., Chicago (Help cleanser). Boxtop from the sponsor's product and 10 cents to cover mailing are the only requisites.

* * *

Sponsors' Blotters

WPAT, Paterson, N. J., is supplying its clients with blotters imprinted with advertiser's name, address and phone number, the name of his program and time of broadcast and the station call, dial position and slogan.

HAD WONDERFUL TIME says Charlotte Scott Kalil, 13-year-old student who won one of the monthly trips to New York awarded by WLAW, Lawrence, Mass. Participating in a special broadcast are Ann Michael (left), of WLAW, and Announcer Richard Hickox. The program, based on stories submitted by students up to and including high school freshmen, is sponsored by Glennie's Milk. Each month a student in the WLAW area is awarded a similar trip to New York, with entertainment at some of the better recreation centers and meetings with celebrities.

* * *

Ducats for Doodlers

TO ENCOURAGE doodling and perhaps uncover some latent artistic talent, WDAS, Philadelphia, is sponsoring a *Doodler's Contest*. Listeners must make their drawings on a milk bottle cap and in sending it to the station, must indicate the particular time they heard the announcement made relative to the contest. The best 60 caricaturists will receive free passes to the Stanley-Warner theatres.

* * *

Drug Spots

COURTESY spot announcements urging listeners to trade at their neighborhood drug stores are given by KMOX, St. Louis, in a promotional tie-up with the Retail Druggists of St. Louis. In return each of the 250 stores advertise the time of the announcements on KMOX pennants and builds displays around the merchandise mentioned.

* * *

WCCO's Organ

FIRST appearance of the new house organ of WCCO, Minneapolis, *Station Breaks*, is scheduled for Nov. 15. Leila Gillis of the publicity and promotion department is editor with a staff of seven. Format of the four-page paper will be editorials, gossip, profiles, oddities, birthdays, a grouch and gripe department and one feature story.

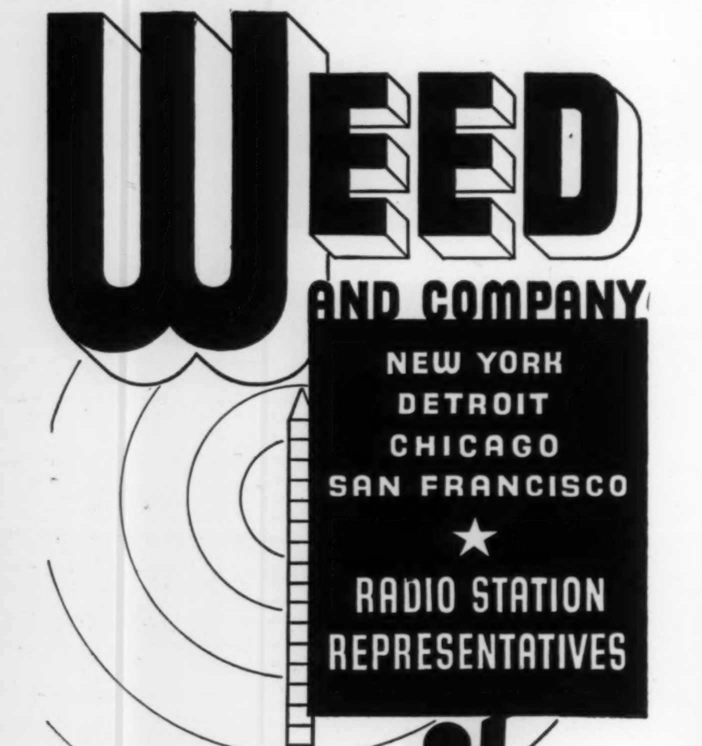
BROCHURES

W51C, Chicago—Booklet titled "Frequency Modulation Radio Programs" listing music in all programs one month ahead; also plugs FM receivers built by Zenith Radio Corp., owner of the station.

WAIT, Chicago—Blue-and-white 12-page booklet introducing pugilistic "Mike Wait" in a horizontal striped sweater and derby hat, whose "tough guy" patter plugs the station's market and coverage.

KJR, Seattle—Multi-color illustrated broadside, incorporating a one-week program log on the reverse side, on the station's local and NBC news service.

WLW—Four-fold yellow brochure featuring the station's new premum testing service, issued to trade and advertising agencies.



KFRU
COLUMBIA
In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. ★ 250 Watts

AGENCY Appointments

TREESWEET PRODUCTS Co., Santa Ana, Cal. (Treesweet lemon juice), to Armand J. Hanson, Santa Ana.

EL REY VENETIAN BLIND Co., San Francisco (Blind Bite-a cleanser), to Brisacher, Davis & Staff, San Francisco.

NORRIS, BEGGS & SIMPSON, San Francisco (insurance and real estate), to Fletcher Udall & Associates, San Francisco.

NATIONAL MOTOR BEARING Co., Oakland, Cal., to Leonard D'Ooge & Associates, Oakland.

HAAS BROS., San Francisco (Trupak foods), to Leon Livingston Adv., San Francisco.

KRESKY MFG. Co., Petaluma, Cal. (oil burners), to Gerth-Knollin Adv., San Francisco.

GOLAN WINES Inc., Los Angeles (Legend wines), to Critchfield & Co., Chicago. Radio to be used.

NAN DUSKIN, Philadelphia (ladies' apparel), has appointed J. M. Korn & Co., Philadelphia, to handle its advertising, effective Dec. 1.

POLICYHOLDERS ADVISORY COUNCIL, New York (insurance), to Victor van der Linde Inc., that city. Radio plans being formulated.

BLOCK DRUG Co., Jersey City, N. J., (Gold Medal Capsules), whole account to Raymond Spector Co., New York. Company currently is using 152 stations and 500 newspapers.

STARK BROS. NURSERIES & ORCHARDS Co., Louisiana, Mo., to Mitchell-Faust Adv. Co., Chicago.

Two Venezuela Stations Join CBS Latin Chain

YV1RV and YV1RA, Maracaibo, Venezuela, have joined the CBS Latin American network, bringing the total stations to 74, representing each of the 20 Latin American republics. Owner of the stations is Luis Garcia Nebot, but the affiliation contract was signed in New York with CBS by Joaquin T. MacGregor, Venezuelan businessman.

YV1RV, longwave outlet, operates on 1350 kc., 250 watts, and YV1RA is a shortwave station on 4750 kc., 350 watts. Both stations will operate on 1000 watts each upon completion of transmitter construction and engineering work.

CLEVELAND LISTS SYMPHONY SERIES

CLEVELAND Symphony Orchestra will be heard in two series of broadcasts during the coming season, according to information from Cleveland stations.

Defense industries in Cleveland will sponsor a series of Saturday concerts, 8:30-9:30 p.m. on WHK-WCLE, according to H. K. Carpenter, general manager of the stations. Artur Rodzinski will direct. The idea was worked out in cooperation with the Ordnance Division of the Army to foster closer relations between workers and the Government, it was stated.

WGAR will present a series of 20 Saturday broadcasts, 5-6 p.m., starting Dec. 6 and continuing through April 18. They will be fed to CBS. Rodzinski will direct. The series was arranged after several months of negotiations between John F. Patt, WGAR general manager; Carl Vosburgh, orchestra manager, and Thomas F. Sidlo, president of the Cleveland Musical Arts Assn. WGAR will assume the cost of the orchestra and special facilities at Severance Hall in Cleveland. During four Saturdays when the orchestra is on tour Walberg Brown, WGAR musical director, will conduct a large orchestra. Wayne Mack will produce the series, with Kay Halle and William L. Forman at the microphone. Few guests will witness the concerts.

Signal's Sixth Year

SIGNAL OIL Co., Los Angeles, for the sixth consecutive year, through Barton A. Stebbins Adv., that city, on Nov. 9 renewed for 52 weeks, the weekly half-hour *Signal Carnival* on 14 NBC-Pacific Red stations, Sunday, 8-8:30 p.m. (PST). Starring Barbara Jo Allen, comedienne, in the role of Vera Vague, program includes Jack Carson as m.c., with Martha Tilton, vocalist. Featured also is the Signaleers Quartet. Gordon Jenkins is musical director. John Frazer announces. Herb Polesie, agency producer, also collaborates with Carl Herzinger as writer of the show. Arnold Marquis is the NBC production representative.

Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE *200 New Tunes*

Produced and Distributed By

ROY ROGERS, INC., HOLLYWOOD, CAL.

Radio's Role

PLAYING UP radio's major role in Civilian Defense Week, Nov. 11-16, the Office of Civilian Defense has published a red, white and blue brochure incorporating information on the week with a bunch of sample announcements to be carried by stations. Included in the broadside is a letter to station executives, urging full cooperation, from Arthur Stringer, NAB coordinator of national defense. Sent to all stations, the brochure also lists state and regional civilian defenes officials.

300 School Programs

INDIANA State Teachers College from Sept. 1, 1940, to Aug. 31, 1941, presented a total of 300 broadcasts on WBOW, Terra Haute, according to the annual report of Dr. Clarence M. Morgan, director of radio education, covering the school's seventh consecutive year of broadcasting. The broadcasts consumed 5,210 minutes of free radio time, estimated to be worth more than $10,000 at regular card rates, the report stated. Dr. Morgan in his report expressly thanked W. W. Behrman and Martin Leich, former and present managers of WBOW, and Program Director Leo Baxter along with other members of the staff for their cooperation.

KFSD The N B C Station

SAN DIEGO America's fastest growing BIG city

600 Kilos. The best frequency for REAL coverage

You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.

Over half of the residents of San Diego depend entirely on local stations for their radio service.

Buy the KEY Station in the Nation's KEY Defense City!

San Diego's WEEKLY Payroll NOW over FOUR MILLION DOLLARS.

★

30,000 Aircraft Workers are earning a WEEKLY wage of over ONE MILLION DOLLARS.

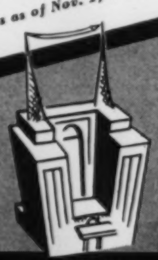
★

Metropolitan population now over 325,000. County population nearly 100,000 more.

★

For results, use KFSD, the Number 1 Station in the Nation's Number 1 Defense City!

Figures as of Nov. 1, 1941



For complete information contact our National Representatives or write

KFSD

San Diego, California

National Rep. PAUL H. RAYMER CO. NEW YORK • CLEVELAND CHICAGO • DETROIT SAN FRANCISCO • LOS ANGELES

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WIBX, Utica, N. Y.

Krueger Brewing Co., Newark, 3 *sp* weekly, 8 weeks, thru Compton Adv., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 *sa* weekly, one month, thru Erwin Wasey & Co., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 *sa* weekly, from Oct. 13, 1941 to April 3, 1942, thru William Esty & Co., N. Y.
Lever Bros., Cambridge (Swan Soap), 12 *sa* weekly, thru Young & Rubicam, N. Y.
Procter & Gamble Co., Cincinnati (Lava (Soap), 19 *sa* weekly, 26 weeks, thru Biow Co., N. Y.
Luden's Inc., Reading, Pa. (cough drops), 4 *sa* weekly, 17 weeks, thru J. M. Mathes Inc., N. Y.
N. Y. Milk Publicity, Albany, 3 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
General Foods Corp., New York, 10 *sa* weekly, 4 months, thru Benton & Bowles, N. Y.
Kirkman & Son, Brooklyn, 12 *sa* weekly, 12 weeks, thru N. W. Ayer & Son, N. Y.
Smith Brothers, Poughkeepsie, N. Y., 4 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Aetna Casualty & Surety Co., New York, 6 *sa* weekly, 13 weeks, thru Marschalk & Pratt, N. Y.
American Cigarette & Cigar Co., New York (Pall Mall), 24 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

WTRY, Troy, N. Y.

Beechnut Packing Co., Conajoharie, N. Y., 4 *ta* weekly, thru Newell-Emmett, N. Y
Foster-Milburn Co., Buffalo (proprietary), 2 *ta* weekly, thru Street & Finney, N. Y.
Fels & Co., Philadelphia (soap), 18 *sa* weekly, thru S. E. Roberts Inc., Phila.
J. H. Filbert Inc., Baltimore (margarine), 6 *ta* weekly, thru Courtland D. Ferguson Inc., Baltimore.
Hecker Products Corp., New York (flour, cereal), 5 *t* weekly, thru Maxon Inc., N. Y.
Hotel Plaza, New York, 2 *sa* weekly, thru White, Lowell & Owen, N. Y.
John F. Jelke Co., Chicago (margarine), 3 *t* weekly, thru Young & Rubicam, N. Y.
N. Y. Milk Publicity, New York, 5 *sp* weekly, thru J. M. Mathes Inc., N. Y.
Hurley Machine Co., Chicago (ironer), 6 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.

WHK-WCLE, Cleveland

Procter & Gamble Co., Cincinnati (Lava), 468 *ta*, thru Biow & Co., N. Y.
Quaker Oats Co., Chicago (cereal), 130 *t*, thru Ruthrauff & Ryan, Chicago.
Socony Vacuum Oil Co., New York, 13 *sa*, thru J. Stirling Getchell Inc., N. Y.
Block Drug Co., New York (Gold Medal Capsules), 260 *ta*, thru Raymond Spector Co., N. Y
Ex-Lax Inc., New York, 260 *ta*, thru Joseph Katz Co., N. Y.
Piso Co., Warren, Pa. (proprietary), 130 *sa*, thru Lake-Spiro-Shurman, Memphis.
Karnack-Ambrosia Co., Scranton, Pa., 26 *sa*, direct.
Pierce's Medicine Inc., Buffalo, 59 *ta*, thru H. W. Kastor & Sons, Chicago.

KHJ, Hollywood

Yellow Cab Co., San Francisco, 4 *ta* weekly, thru Rufus Rhoades & Co., San Francisco.
Douglas Oil & Refining Co., Los Angeles, 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Potter Drug & Chemical Co., Malden, Mass. (Cuticura soap), 12 *ta* weekly, thru Atherton & Currier, N. Y.
General Electric Co., Schenectady (FM radios), 5 *sp* weekly, thru Maxon Inc., Cleveland.

WENR, Chicago

Walgreen Co., Chicago (drug chain), 104 *sp*, thru Schwimmer & Scott, Chicago.
Lehn & Fink Products Corp., New York (Hinds), 30 *ta*, thru Wm. Esty & Co., N. Y.

WPTF, Raleigh, N. C.

Fashion Frocks, New York, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Buick Motor Co., Flint, Mich., 26 *ta*, thru Arthur Kudner Inc., N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sp* weekly, thru Franklin Adv. Corp., N. Y.
Beeman's Lab., Atlanta, 3 *t* weekly, thru Harvey-Massengale Co., Durham, N. C.
Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.
Chatham Mfg. Co., Winston-Salem, N. C., 3 *sa* weekly, thru Cahn, Miller & Nyburg, Baltimore.
Robertson Chemical Co., Norfolk, Va., 6 *sp* weekly, direct.
Sheaffer Pen Co., Ft. Madison, Ia., 30 *sa*, thru Russel M. Seeds Co., Chicago.
Utilities Engineering Institute, Chicago, 3 *sp* weekly, thru First United Broadcasters, Chicago

KRGV, Weslaco, Tex.

Duncan Coffee Co., Houston, 5 *t* weekly, thru Steele Adv. Agency, Houston.
Stokely Bros. & Co., Indianapolis (Van Camps), 8 *ta* weekly, thru Calkins & Holden, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 3 *ta* daily, thru Sherman & Marquette, Chicago.
Gulf Brewing Co., Houston, 5 *sp* weekly, thru Rogers-Gano Adv. Agency, Houston.
Ludens Inc., Reading (cough drops), 3 *ta* weekly, thru J. M. Mathes Inc., N. Y.
Walker's Austex Chile Co., Austin, Tex., 2 *ta* weekly, thru Crook Adv. Agency, Dallas.
Wm. Wrigley Jr Co., Chicago, 6 *sp* weekly, thru Arthur Meyerhoff & Co., Chicago.

WFIL, Philadelphia

Pierce's Medicine Inc., Buffalo, 6 *ta* weekly, thru H. W. Kastor & Co., Chicago.
Dr. D. Jayne & Sons, Philadelphia (expectorant), 5 *ta* weekly, thru Street & Finney, N. Y.
Original Trenton Cracker Co., Trenton (crackers), 2 *sa* weekly, thru John Falkner Arndt, Philadelphia.
Atlas Wine Co., Philadelphia (Bon Ton wines), 6 *ta* weekly, thru Philip Klein, Philadelphia.

KROW, Oakland, Cal.

Gas Appliance Society of California, San Francisco (ranges), 5 *sp* weekly, thru Jean Scott Frickelton, San Francisco.
Simon & Schuster, New York (books), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.

WLS, Chicago

Iowa Soap Co., Burlington, Ia. (Magic Washer soap), 39 *sp*, thru Weston-Barnett, Waterloo, Ia.
Consolidated Products Co., Danville, Ill. (Semi-Solid Buttermilk Emulsion), 90 *sp*, thru Mace Adv. Agency, Peoria, Ill.

WINS, New York

Gillette Safety Razor Co., Boston, *sp* weekly, thru Maxon Inc., N. Y.
U. S. Playing Card Co., Cincinnati, 10 *ta* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.

WLW, Cincinnati

Simoniz Co., Chicago (auto polish), 13 *sa*, thru George H. Hartman Co., Chicago.
Philco Corp., Philadelphia (refrigerators and radios), 6 *ta* weekly, 13 weeks, thru Hutchins Adv. Co., Rochester.
Procter & Gamble Co., Cincinnati (Dreft), 5 *t* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Roman Cleanser Co., Detroit, 6 *sa* weekly, 40 weeks, thru Gleason Adv. Agency, Detroit.
Ludens Inc., Reading, Pa., *sp* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Arcady Farms Miling, Chicago (feed), *sp* weekly, 39 weeks, thru Presba, Fellers & Presba, Chicago.

KFI, Los Angeles

Chas. Hansen's Labs., Little Falls, N. Y. (Junket), 3 *sp* weekly, thru Mitchell-Faust Adv. Co., Chicago.
General Food Corp., New York (Grapenuts, Wheatmeal), 10 *ta* weekly, thru Young & Rubicam, N. Y.
Quaker State Oil Refining Corp., Oil City, Pa. (motor oil), 3 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
General Foods Corp., N. Y. (Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
Wesson Oil & Snowdrift Co., New Orleans (Wesson oil), 3 *sa* weekly, thru Fitzgerald Adv. Agency, New Orleans.

WGY, Schenectady

Lumbermen's Mutual Casualty Co., Chicago, 65 *ta*, thru Leo Burnett Co., Chicago.
Seeck & Kade, New York (Pertussin), 4 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
General Foods Corp., New York (Wheat-Meal), 5 *sp* weekly, thru Young & Rubicam, N. Y.
Charles Gulden, New York (mustard), 2 *t* weekly, thru Chas. W. Hoyt Co., N. Y.
C. A. Briggs Co., Cambridge, Mass. (cough drops), 2 *ta* weekly, thru Horton-Noyes Co., Providence.

KFRC, San Francisco

McIlhenny Co., Avery Is., La. (sauce) 52 *ta*, thru Aubrey, Moore & Wallace, Chicago.
Holsum Bakers, San Francisco (American Meal bread), weekly *sp*, thru Leon Livingston Adv., San Francisco.
Majestic Bottling Co., San Francisco (Glas-Barrel beverages), 5 *sa* weekly, direct.

KOA, Denver

American Cigarette & Cigar Co., New York (Pall Mall), 21 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 12 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

WJJD, Chicago

Turner Bros. Clothing Co., Chicago (men's wear), 16 *sp*, thru Robert Kahn & Assoc., Chicago.
Ward Baking Co., Chicago (Tip-Top bread), 78 *sa*, thru W. E. Long Co., Chicago.

KGIR
KRBM
KPFA

"I could tell you a quicker way, brother . . .!"

Pd. Adv.

13 NBC Stations Get Higher Rates

Increased Coverage Basis of New Scale for Outlets

BASED on station improvements and increased coverage, NBC on Dec. 3 will increase rates for eight of its Blue stations and five Red stations, with current advertisers receiving regular rate protection for one year from Dec. 3, provided there is no lapse in service.

New advertisers ordering any of the eight stations for Blue programs, prior to that date will receive service at the old rates, while all new schedules booked and accepted after Dec. 3 will be based on the new evening hour rates.

Blue stations and new evening hour rates are: WSYR, Syracuse, from $220 to $240; WHAM, Rochester, $380 to $400; WTCN, Minneapolis, St. Paul, $180 to $220; WSGN, Birmingham, $120 to $140; WXYZ, Detroit, $360 to $400; WCBM, Baltimore, $140 to $160; KECA, Los Angeles, $240 to $300, and WENR-WLS Chicago, $720 to $750.

Red Evening Rates

New evening hour rates for the five Red stations are: KARK, Little Rock, from $120 to $140; KMJ, Fresno, $120 to $160; WTAR, Norfolk, $140 to $160; WAVE, Louisville, $200 to $220, and WDAF Kansas City, $380 to $400. Rates for cut-in announcements change for three of the above stations, KARK's evening announcements shifting from $10 to $12, daytime from $5 to $6, and Sunday $7 to $9; KMJ, evening $10-$13, daytime $5-$7, and Sunday $7-$10; WTAR, evening $12-$13, daytime $6-$7, and Sunday $9-$10. WAVE has no charge for cut-ins, and there will be no change in cut-in rates for WDAF after Dec. 3.

New York Mayor Tickets Use 64½ Hours of Time

A TOTAL OF 64 hours and 30 minutes air time was purchased by political parties and committees on nine New York stations during the New York mayoralty campaign which resulted in the re-election of Mayor LaGuardia last Tuesday. Leading the field by many hours was WMCA which with 22 hours and 40 minutes accounted for one-third of the time sold.

A survey of the station showed that following WMCA in order, in number of hours sold was WOR with 11 hours, 30 minutes; WHN, 10 hours; WOV, 7 hours; WINS, 4 hours, 20 minutes; WNEW, 4 hours; WEAF and WJZ (combined), 3 hours and 15 minutes, and WABC, 1 hour and 45 minutes.

In a breakdown of its political billings for the campaign WMCA revealed that the O'Dwyer and Democratic forces accounted for 14½ of the total hours sold on the station, while the LaGuardia and allied committees purchased 5 hours and 20 minutes and the Communist Party, 2 hours and 50 minutes.

THE San Francisco CBS sales staff staged a going away party recently for Bill Shaw, account executive, who recently was accepted for service in the Army Air Corps.

Radio Advertisers

REID MURDOCH & Co., Chicago (Monarch Finer Foods), on Nov. 3 started a 52-week campaign of 13 station break announcements weekly on W59C, FM station operated by WGN, Chicago, thereby becoming the first sponsor to buy spot time on this station. Rogers & Smith, Chicago, placed the account.

JOHN T. TROLL Co., Los Angeles (B-1 candy mints), on Nov. 3 supplemented its Southern California schedule with six five-minute newscasts weekly on KNX, Hollywood. Contract is for 26 weeks. Firm also uses 14 spot announcements per week on KRKD, with a weekly spot on KHJ, and six daily time signals on KIEV. In addition 42 spot announcements per week are sponsored on FM station, K45LA, Hollywood. Lockwood - Shackelford Adv. Agency, Los Angeles, has the account.

SMITH-DOUGLASS Co., Norfolk, Va. (fertilizer), seasonal users of radio, on Nov. 3 started a news program directed to farmers in the area, five days weekly, 12:25-12:40 p.m., on a two-station hookup of WPTF, Raleigh, and WGTC, Greenville, N. C. Contract runs for 22 weeks. Agency is Lawrence Fertig & Co., New York.

NORTHWESTERN INSURANCE Co., Los Angeles, is currently sponsoring a six-weekly quarter-hour of recorded music on KRKD, that city. Agency is Smith & Bull Adv., Los Angeles.

OREGON PROPERTIES, Eugene, Ore., (farms, ranches), through Smith & Bull Adv., Los Angeles, is sponsoring a five-weekly quarter-hour back-to-the-soil talk, *Oregon Land Man*, on KMPC, Beverly Hills, Cal. Contract is for 52 weeks, having started Oct. 13. Other West Coast radio is contemplated.

WASHINGTON MOTOR Co., Los Angeles (used cars), currently is sponsoring a six-weekly one-hour recorded program, *Music Box*, on KMPC, Beverly Hills, Cal., and in addition a similar 2½ hour Sunday morning musical, *Peter Potter's Platter Parade*, on that station. Agency is Smith & Bull Adv., Los Angeles.

SAMARITAN INSTITUTE, Los Angeles, is sponsoring a total of six 10-minute recorded musical programs, seven days weekly, on KRKD and KFVD, placed through Smith & Bull Adv., that city.

O'KEEFE'S BEVERAGES, Toronto, started on Nov. 1 a Saturday night *Bowling Commentary* on CKCL, Toronto. Account was placed by A. McKim Ltd., Toronto.

PURE GOLD MFG. Co., Toronto (Blue Ribbon tea, coffee), have started Sunday newscasts on CKVD, Val d'Or, Que.; and CKRN, Rouyn, Que. Account was placed by Cockfield Brown & Co., Toronto.

MEN BEHIND THE SOAP OPERAS gather at the Treasury Department in Washington to discuss means of coordinating defense bond and savings stamp announcements. Around the green baize with facts and figures are (seated, l to r) Edwin G. Smith, radio program manager of General Mills; Vincent F. Callahan, chief of radio & press section, defense savings staff; John Allen, assistant to C. G. Mortimer, general advertising manager of General Foods; (standing), William Ramsey, advertising manager of Procter & Gamble; Philip C. Kenny, of Lever Bros.; Roy W. Peet, advertising manager of Colgate-Palmolive-Peet.

FEATURING recorded music and chatter, a new daily half-hour participating program, *Smile in the Morning*, started Nov. 3 on KMPC, Beverly Hills, Cal., with Mark Breneman conducting. Participating sponsors are Marney Food Co., Huntington Park, Cal., (Marco Dog food), through Ivar F. Wallin Jr. & Staff, Los Angeles; Ben Hur Products Inc., Los Angeles (coffee) through Theodore B. Creamer Adv., that city; Los Angeles Soap Co., Los Angeles (soaps), through Raymond R. Morgan Co., Hollywood; Durco Cleaners, Beverly Hills.

SMITH BROS., Poughkeepsie, N. Y. (cough drops), recently started Knox Manning and William Winter, news analyst, weekly on 8 CBS stations in the West for 26 weeks. Account was closed by Art Kemp, CBS Pacific Coast sales manager. Agency is J. D. Tarcher Co., New York. The station list: KNX KSFO KARM KROY KOIN KIRO KOY KTUC.

LEWIS-HOWE Co., St. Louis (proprietary), has started dramatized musical spot announcements five times weekly on CFRB, Toronto; CKAC, Montreal; and CHRC, Quebec. Account was placed by R. C. Smith & Son, Toronto.

PIERCE BROS., Los Angeles (mortuary), on Nov. 3 started for 13 weeks sponsoring a five-weekly quarter-hour program, *The Tall Philosopher*, on KFWB, Hollywood. Agency is W. B. Ross & Assoc., Los Angeles.

REGAL AMBER BREWING Co., San Francisco, recently started *News Behind the News in the World of Sports*, presented by Don Glendon, football expert, whose articles appear daily in seven California newspapers, on KSFO and KARM, Tuesdays and KGO KFBK KMJ KERN KWG Thursdays. Three Hamilton watches are awarded weekly. Agency is M. E. Harlan, San Francisco.

SANTE FE VINTAGE Co., Los Angeles (Three Crown wine), in a two-month holiday campaign which started Nov. 3, is using daily spot announcements six times per week on a group of Southern California stations. List includes KHJ KFWB KMPC KGFJ KMTR KRKD KIEV. West-Marquis, Los Angeles, has the account.

LAURA SECORD CANDY SHOPS, Toronto (chain), on Nov. 4 started transcribed *Songs for Tonight* Tuesday and Thursday on CKCO, Ottawa; CKSO, Sudbury, Ont.; CFCH, North Bay, Ont.; CFPL, London, Ont.; CFRC, Kingston, Ont. Account was placed by Cockfield Brown & Co., Toronto.

BU-TAY PRODUCTS Inc., Los Angeles (Rain Drops water softener, bluing), on Nov. 3 started six-weekly participation in the combined *Housewives' Protective League* and *Sunrise Salute*, featuring Galen Drake, on KNX, Hollywood, as well as weekly participation in *The Homemaker's Club* on KHJ, that city. Contracts are for 13 weeks. Glasser-Gailey & Co., Los Angeles, has the account.

G. H. MUMM CHAMPAGNE, New York (Globe Vermouth) recently started a spot announcement campaign on three stations, using transcribed announcements three times weekly. Agency is Brisacher, Davis & Staff, San Francisco. The stations are KFRC WMCA WDSU.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

WSGN
BIRMINGHAM, ALA.
Now 610
Covers more of Alabama than Any Other Station
Headley-Reed Co.
National Representatives

BUYERS SEE RED
. . . when they think of Richmond

And that means WMBG—the Red Network outlet in Richmond. For WMBG offers you the best in the Red and the best in the local field—plus specialized merchandising knowledge of Richmond.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET • RICHMOND, VA.
JOHN BLAIR CO., REP.

Agencies

JAMES W. YOUNG, formerly vice-president in charge of the western offices of J. Walter Thompson Co., New York, and more recently professor of marketing and advertising at the U of Chicago, has resumed active participation in the affairs of the agency as senior consultant, headquartering in New York. Mr. Young is also a member of the Business Advisory Council of the Department of Commerce and special assistant to the coordinator of Inter-American Affairs.

ISABEL OLMSTEAD and STORRS HAYNES, both of the radio department of Compton Adv., New York, plan to marry in January.

MONROE LEAF, author of "Ferdinand the Bull", has joined the copy department of J. Walter Thompson Co., New York.

MOUNCEY FERGUSON, formerly of the copy department of Benton & Bowles, New York, has joined the copy department of Sherman K. Ellis & Co., that city.

KATHRYNE PARKER, formerly of Tulsa, Okla., has joined staff of Eugene F. Rouse & Co., Los Angeles, as office manager.

PEGGY HARMON, former copywriter of Benton & Bowles, New York, has joined the radio copywriting department of Compton Adv., New York.

KATHERINE LONG, formerly copywriter of H. W. Kastor & Sons, Chicago, has been appointed midwestern editor of *Mademoiselle* magazine with headquarters in Chicago.

AD-SERVICE Co., San Francisco recently added Sam Stiles, formerly with KRE, Berkeley, Cal., as account executive.

JOHN LO BUONO, formerly advertising manager of TWA and more recently with Erwin, Wasey & Co., has joined the Los Angeles office of Brisacher, Davis & Staff. He replaced Joseph Sill, who was called to active duty with the Field Artillery.

JEWELL ADV. AGENCY recently moved from Berkeley, Cal. to 706 Tribune Tower, Oakland, Cal.

FLETCHER UDALL & ASSOCIATES, San Francisco, recently has moved to larger quarters in the Norris, Beggs & Simpson Bldg.

RICHARD FEHR, formerly promotion manager of Billy Rose Enterprises, has joined the publicity department of Benton & Bowles.

BURNS LEE, director of radio publicity of Benton & Bowles, New York, last week on a five-week tour of the Southeast and Midwest to visit station men, newspaper editors and promotion managers.

RICHARD FEHR, formerly promotion manager of Billy Rose's Enterprises, has joined the publicity department of Benton & Bowles, New York.

Soap Account to Bates

COLGATE - PALMOLIVE - PEET Co., Jersey City, has appointed Ted Bates Inc., New York, to direct advertising for Crystal White soap, formerly handled by Sherman & Marquette, Chicago. Company has been sponsoring rebroadcast of *Woman of Courage*, Monday thru Friday, 3:45 p.m. on 61 CBS stations for Crystal White while the original broadcast, 10:45-11 a.m. is heard for Octagon soap, handled by Bates. New setup gives latter agency exclusive handling of the show, for the two products. Other shows handled by Bates for Colgate products include *Guy Lombardo* for Colgate dental cream and *Hobby Lobby* for Palmolive shaving cream on CBS, and *Bachelors* for Colgate dental cream on NBC-Red.

FRANK OWENS, formerly of NBC, has joined the media department of Benton & Bowles, New York, to assist George Kern, the agency's radio time buyer.

EUGENE HULSHIZER, formerly account executive in charge of C. F. Mueller Co. (noodles), Kenyon & Eckhardt, New York, has been appointed to a similar position handling the same account with Maxon Inc., that city, which recently took over the account [BROADCASTING, Oct. 20].

KENYON & ECKHARDT, New York, recently appointed by Standard Brands Inc., to handle all Chase & Sanborn advertising effectve Jan. 1, will establish Hollywood radio production offices for the weekly half-hour NBC *Chase & Sanborn Show*.

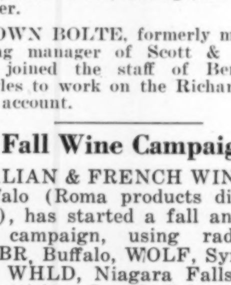
JOHN E. ROBERSON, formerly account executive of Monroe F. Dreher Inc., Federal Adv. Agency and Charles W. Hoyt Co., New York, has joined Lynn Baker Co., that city in the same capacity.

WILLIAM C. HODAPP, former radio director of Grant Adv., Chicago, has joined WGN, Chicago, as a script writer.

BROWN BOLTE, formerly merchandising manager of Scott & Bowne, has joined the staff of Benton & Bowles to work on the Richard Hudnut account.

Fall Wine Campaign

ITALIAN & FRENCH WINE Co., Buffalo (Roma products distributors), has started a fall and winter campaign, using radio on WEBR, Buffalo, WOLF, Syracuse, and WHLD, Niagara Falls. Ellis Advertising Co., Buffalo, handles the account.



"Do you realize, Miss Jones, since I've been using WFDF Flint Michigan, with its kilowatt on 910, I've become a self-made man!"

Buyers of Time

HILDA LUCEY

TIMEBUYING is definitely not a man's monopoly. Witness pretty Hilda Lucey of Kenyon & Eckhardt, New York, whose name is closely associated with such large accounts as Kellogg's All-Bran, Kellogg's Pep, Fleischmann's Yeast, Bosco, Knox Gelatine, Quaker State Motor Oil, Wesson Oil and others. A man's size job? Certainly. But Hilda takes it in stride, for she has been thoroughly schooled in the field, both by education and experience.

Estimates, rates, budgets present no great problem for Hilda. Trained in mathematics at the College of the Sacred Heart, Manhattanville, she feels right at home with figures and such matters. Her training in Kenyon & Eckhardt, starting in 1936, has been exclusively with the radio department. Coming to K&E after a short stay with a publishing house in New York, Hilda has been in close touch with all the angles of agency radio handling ever since. Early this year she was made "timebuyer" though for some time previous she had been handling phases of the buying of time for numerous clients.

Born in New York City, the daughter of a high-school principal, Hilda received her early training in Julia Richman High School.

She is to be married Nov. 29 and, she says, most of her spare time is spent looking for an apartment. After that date Hilda will be known in private life as Mrs. John C. Harley. Tennis and skiing are favorite sports.

Why is WMBD Specified for NATIONAL SCHEDULES ...for Exam

THE HEART OF ILLINOIS

by PROCTER AND GAMBLE CO.

Powerful stations nearby had been carrying the messages of PROCTER AND GAMBLE CO. But in July, 1939, WMBD was specified as an *additional* outlet for "Ma Perkins", advertising OXYDOL. WMBD is NOW specified as an additional advertising outlet for THREE MORE programs . . .

"Lone Journey" for DREFT
"Right to Happiness" for CRISCO
"Life can be Beautful" for IVORY SOAP

Here's why . . .

Industrial business is GOOD in the 16 counties of WMBD's "Peoriarea"! In 1940 a total of 585 manufacturing plants employed 29,644 people who earned $37,570,182 annually. This forward-striding industrial activity . . . with accompanying increases in agricultural, wholesale and retail activity . . . represents a tremendous surge of concentrated buying power. You can do PRODUCTIVE BUSINESS with the help of "Peoriarea's" ONLY dominant radio station . . . WMBD!

FREE & PETERS, INC.
Exclusive National Representatives

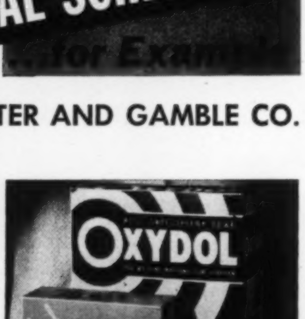
5000 WATTS DAY
1000 WATTS NIGHT

TEST SPOT OF THE NATION

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS



WISCONSIN RAPIDS
WFHR
1340 Kc.
250 W.
Now Affiliated with the
MUTUAL
BROADCASTING SYSTEM
You can be SURE of Coverage in Central Wisconsin with
RADIO STATION WFHR
Studios in Wisconsin Rapids, Marshfield and Stevens Point, Wis.
Let Us Send You Some Success Stories
W. F. Huffman, Owner — G. T. Frechette, Mgr.

Canada Price Law Avoids Advertising

Rates Not Mentioned in the Terms of Dominion Plan

PLACING of a price ceiling on all commodities and services in Canada has been ordered by the government at Ottawa to go into effect Nov. 17. As far as can be learned from broadcasting executives and publication executives, advertising rates will not be affected by the Order-in-Council setting forth the regulations of the price ceiling order.

Advertising rates are not mentioned specifically in the order either under the exempt or non-exempt services, and it is understood that rates will not be pegged as are practically all other services and goods at the maximum prices applying between Sept. 15 and Oct. 11. Interest rates, prices of real estate, stocks and bonds, banking paper, are among other services specifically exempted by the Order-in-Council.

Recent Increases

A number of Canadian publications have announced advertising rate increases within recent months, some to go into effect early in 1942. Canadian broadcasting stations have not increased rates for some time except in the case of stations given power boosts, a number of which will be going on the air with increased power shortly. Should the interpretation given by broadcasting executives be correct, these stations will be able to increase their advertising rates to cover the increase in power.

The price ceiling order is tied with a wage stabilization order, curtailing wage increases except for promotions and increased responsibilities. The wage stabilization order also goes into effect Nov. 17, calls for a compulsory cost-of-living bonus of 25 cents per week for each rise of one point in the cost-of-living index announced by Ottawa.

While the cost-of-living bonus is paid by a number of broadcasting stations and the Canadian Broadcasting Corp. to employes, few broadcasting stations will be affected immediately by the wage stabilization order. It will at first apply only to concerns employing more than 50 persons, which eliminates all but a few of the Canadian stations and broadcasting organizations, though including major advertising agencies and the CBC. Later smaller concerns will come within the wage stabilization order as the organization for controlling it becomes organized. The cost-of-living bonus if not already being paid, must be paid by all employers by Feb. 15, 1942.

DUNKING, perhaps, is the hobby of Chick Allison, sales promotion manager of WLW, Cincinnati, who plays the feature role in this delightful genre. Pulling Chick's noggin out of the bucket are Win Levy, WSAI promotion manager, and Howard R. Chamberlain, assistant program director of WLW. Chick started the fun by setting up the bucket (dura-zinc-alloy by Wheeling Steel, No. 4A) for an apple bobbing contest among stenographers of WLW.

Stone Gets KLBM

SALE of KLBM, LaGrande, Ore., by Harold M. Finlay, present licensee of the station, to Ben E. Stone, general manager of KOOS, Marshfield, Ore., and secretary-treasurer of KVAN, Vancouver, Wash., was approved by the FCC last Tuesday. Deal, involving a total consideration of $10,000, was authorized with the FCC which stipulated that such action is not to be construed as an approval of any subsequent assignment or transfer of the license by reason of default on the part of the assignee or otherwise. Mr. Findlay, formerly publisher of the *LaGrande Observer*, has been manager of KLBM since its inception in 1938.

Fleischmann's on MBS

STANDARD BRANDS, New York (Fleischmann's Yeast), on Jan. 6 will start sponsorship of *What's My Name*, summer replacement for the *Chase & Sanborn Program* on NBC-Red, Sunday, 8-8:30, on approximately 80 MBS stations, Tuesday, 8-8:30 p.m. Heard during the summer in the interests of company's Royal Gelatin & Puddings through Sherman K. Ellis & Co., New York, program with Arline and John Reid King back in the starring roles, will have same general format, according to Kenyon & Eckhardt, New York, agency handling Fleischmann's, which also takes over Chase & Sanborn Jan. 1 [BROADCASTING, Nov. 3].

NAMES MAKE NEWS

... and News Makes Listeners LISTEN!

"WHO'S NEWS", new NBC-Recorded Series presents 39 "Names in the News" in Person!

PEOPLE—fascinating people, unusual people, well-known people—people who make the headlines and whose everyday doings are of interest to millions! *Those* are the people your listeners will meet on WHO'S NEWS, new NBC-recorded series of five-minute programs. Each is complete in itself, or may be used to high-light longer shows.

In each program, George Romilly chats informally with one of America's leaders in the arts, sciences, business, sports, music or the entertainment world. Rube Goldberg, for instance, describes his invention for getting rid of olive pits at cocktail parties. Burnet Hershey tells how he scooped the world on the terms of the Versailles Treaty. Alexander de Seversky tells of America's needs in aviation. John Robert Powers lists the requirements of a successful photographer's model. Admiral Richard E. Byrd—Leopold Stokowski—Alice Duer Miller—Walter Duranty—Dr. George Gallup... these are only a few of the personalities actually appearing in WHO'S NEWS. Write for complete information today!

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

KSL
50,000 WATTS
SALT LAKE CITY
CBS

More than three million people listen regularly to KSL

Ask any Edw. Petry office for more information about KSL, one of the eighteen CBS 50,000 watt stations.

Studio Notes

KGEI, General Electric international short-wave station at San Francisco, recently augmented its news service by the purchase of Associated Press for its many newscasts to foreign lands. Manager Buck Harris states that both INS and Associated Press are now used to send out news in English, Spanish, Dutch, French, and Chinese—both Mandarin and Cantonese dialects.

KGO, San Francisco, in mid-October carried a special pickup direct from the lobby of the Central Bank of Oakland when the institution celebrated its golden jubilee. Featured on the broadcast, highlighted by NBC stars in costume, were music and reminiscences of the Gay 90's, along with appearances by veteran employes and early depositors, and Mayor John F. Slavich, of Oakland.

WLW, Cincinnati, on Nov. 12 observed the golden anniversary of Pa and Ma McCormick, veteran members of the station talent staff. Now in their 16th year as WLW entertainers, the elderly pair drive from Mason, O., each morning to open the *Top O the Morning* program at 5 a.m.

KGBS, Harlingen, Tex., relayed its portable recording equipment to the bank of the raging floodwagers of the Rio Grande on Oct. 27. While there the international bridge to Mexico collapsed and the KGBS staff recorded the event with actual sound effects. The disc was played the following day and twice more later when requests flooded the station.

KTKC, Visalia, Cal., has established RCA-equipped remote studios on the mezzanine floor of Hotel Fresno.

KDYL, Salt Lake City, was on the air with a description of a recent $250,000 fire in downtown Salt Lake City in record-breaking time. From the time instructions were given to roll out the KDYL mobile unit to the actual start of the broadcast only 11 minutes elapsed.

WLOK, Lima, O., on Oct. 27 formally dedicated new studios in nearby Van Wert, O. The new studios, located in the main auditorium of the Marsh Foundation School, will be used primarily for educational broadcasts. On hand for the dedication were Judith C. Waller, public service program director of NBC central division, various WLOK executives and officials of the Fort Industry Co., owners of WLOK.

WHOP, Hopkinsville, Ky., was on hand with an on-the-spot broadcast from Nortonsville, Ky., following the recent mine explosion tragedy. Manager Ernest Lackey and B. A. Smith, chief engineer, rushed to the scene. Finding no a. c. current and only one dial system in the community, they enlisted the aid of the Bell Telephone Co. and Kentucky Electric power linesmen to put in a special hookup.

KDKA, Pittsburgh, has added the direct-wire service of Reuter's to its news facilities. The station, which also has United Press and Associated Press coverage, as well as Western Union ticker for sports, will use Reuter's copy on a daily 11:45 midnight newscast.

R. W. DUMM, special events and program director of KSFO, San Francisco, presented a special transcription to the annual convention of the Redwood Empire Assn., in Eureka, incorporating bits from eight different broadcasts made in the Redwood Empire of California during the year.

KGVO, Missoula, Mont., is presenting a daily cooperatively sponsored program, *Calling All Women*, which includes a cooking school as well as a wide variety of features of interest to women. A daily contest gives listeners a chance to win points which at the end of three months determine the winner of certain household appliances and other prizes.

KVI, Tacoma, Wash., contributed to Navy Day by presenting a special short wave broadcast from the yacht *Gallant Lady* when KVI announcers accompanied Naval Officers setting out to meet the Flotilla of the Marine Parade in Commencement Bay just outside Tacoma Harbour. Flotilla consisted of fifteen naval vessels—four destroyers, four minesweepers, five patrol boats and two anti-submarine net tenders. Discussion of Navy Day and its origin featured the broadcast.

ONCE a week, the *Georgia Jubilee Gang*, featured hill-billy entertainers of WSB, Atlanta, goes to some hospital or sanitorium in the state and presents a half-hour show for the shut-ins and patients. Initial show was originated at Fort McPherson Hospital.

WDNC, Durham, N. C., is presenting the weekly *Your Duke Parade* from the Page Auditorium of Duke U before a capacity audence of several thousand students. The show, a variety broadcast, is entirely produced, announced and performed by the Duke students.

WNAX, Yankton, S. D., on Nov. 3 originated the *Vox Pop* program of Wally Butterworth and Parks Johnson from Winner, S. D., famed for its pheasant hunting grounds. Here they interviewed Winner citizens and hunters from this real Indian country, recapturing the spirit of the Old West from an assembled audience of 1,200.

KDAL
Voice of CBS in the
Duluth - Superior Market---

The Twin Ports where "Defense" comes from.

From the docks of Duluth, Superior, Two Harbors and Ashland will go nearly 80,000,000 tons of ore this season - - the backbone of defense armament. As this region meets the increased demand for raw materials, so KDAL keeps pace by moving to a preferred spot on the dial - 610 with 1000watts to provide complete coverage of the rich mining and industrial regions of Northern Minnesota and Wisconsin.

With its new power and more favorable position on the dial, KDAL now delivers more than twice as many listeners in its expanded coverage area. More listeners plus complete merchandising and promotion make KDAL a "must" on any schedules.

FREE & PETERS, Inc.
Exclusive National Representatives

KDAL 610

Coordinating Group for Video Defense Proposed at Meeting Called by Waters

AGREEMENT that a special committee, perhaps under the supervision of the FCC, should be formed "to aid the television industry in its work for defense by coordinating all ends of the Government in cooperation with manufacturers of equipment and operators of television stations" was reached Nov. , according to Norman D. Waters, president of Norman D. Waters & Associates, following a meeting in his New York offices with representatives of television manufacturers and the broadcasting industry.

Mr. Waters stated such a committee should be non-partisan, nonpolitical and unbiased, with no connection with the commercial television. It would act as a central agency or clearing house to serve the public's interest and help the industry accomplish the maximum as a defense medium.

Met With Fly

Mr. Waters gave a report of his recent trip to Washington to talk over the same problems with FCC Chairman James L. Fly and other Government officials.

Chairman Fly had no comment on Mr. Water's plan beyond emphasizing that the FCC was "definitely interested" in keeping television clicking during the emergency. He hoped visual broadcasting would be used more broadly in the defense effort, stressing the importance of maintaining television so it can go ahead when the crisis passes.

Mr. Waters, a pioneer television program producer [BROADCASTING, Oct. 27], late in October first made public his plans for a wider use of television in national defense. He Clubs of Television, through which owners of television receivers would open their homes and business places to a vastly increased television audience.

Present at the meeting with Mr. Waters were Noran Kersta, representing NBC and RCA; Leonard Hole, CBS; Bert Harkins, WOR, New York; Dr. D. W. May, General Electric Co.; F. A. D. Andrea, Fada Radio Co.; Mortimer W. Loewi, Allen B. DuMont Labs., and Seymour Turner, Paramount Pictures.

AN ENTIRE WINDOW of the John C. MacInnes Co., Worcester, Mass., is devoted to the participation of WTAG in the annual H. P. Davis National Memorial Announcer's Contest. The model is draped in what the well-dressed announcer should wear. Phil Jasen, WTAG promotion manager, arranged displays in other stores.

FM DIRECTS TRAINS

Ordnance Plant Uses Radio Instead of Blocks

FM RADIO, instead of signal blocks or lights, will be used to direct trainloads of TNT, artillery shell, aircraft bombs and antitank mines through the immense switchyards of the Elwood Ordnance Plant, Joliet, Ill., the Army Ordnance Department announced last Tuesday. All dispatching will be done by radio—the first exclusive reliance on radio control for directing such large scale switching operations as those in the 22-square mile terminal yard, according to the War Department.

Radio was considered a safer and more positive method of control for directing high explosive freight in the plant yards than the ordinary block signals, which are made inoperative by fog or other adverse weather conditions, it was stated. The train control equipment operates on a separate frequency from that of the guard and fire department radio. The special equipment, incorporating every conceivable protection against sabotage, was manufactured by the General Railway Signal Corp.

License Modifications Granted to Four Locals

MODIFICATIONS of licenses to operate with 250 watts were granted four locals by the FCC at its meeting last Tuesday. KWBW, Hutchinson, Kan., was authorized to increase day and night power to 250 watts with changes in equipment, subject to submission of field intensity measurements on directional performance.

WCAZ, Carthage, Ill., was granted authority to change equipment and increase power from 100 to 250 watts, daytime only, on 1080 kc. KMYC, Marysville, Cal., was granted a modification to increase day and night power to 250 watts on 1450 kc. WFIG, Sumter, S. C., was granted a simliar authorization on 1340 kc.

Coast Macaroni Test

WALTER G. BRAY Co., Oakland, Cal. (Mueller macaroni), recently started a test campaign on KFRC, San Francisco, using 100-word spot announcements three times weekly for 10 weeks. This is the first radio used by the advertiser. If campaign proves successful the sponsor will probably expand its radio to other leading markets on the Coast, according to the agency handling the account, the Johnston Co., San Francisco.

THEY GROW

. . . when coaxed by WHK. Cleveland's South Side Federal Savings and Loan Association admits gains of 1,500 new savings accounts, $2,000,000 in savings, $3,000,000 in mortgage loans and increases of $1,500,000 in total resources. So says Allen C. Knowles, Executive Vice President.

WHK
CLEVELAND, OHIO
Represented by: PAUL H. RAYMER CO.

AT LAST
A GOOD PAPER
BASE RECORDING
BLANK

MANY recording engineers have rejected the idea of using paper base discs for recording. You may feel that way about them, too. But we think you may change your mind when you see the new, improved Presto Monogram Disc. We sent samples of this disc to a few stations in July. In every case they started to use them immediately in quantity.

They are not as smooth as our glass or recoated aluminum discs and we don't recommend them for reproducing delayed broadcasts but they're ideal for reference recordings. They're lightweight, easy to file, safe to handle or mail anywhere and the price is 40% less than our standard discs.

The base of the Monogram disc is cardboard—the flattest, smoothest stock obtainable. The coating material is exactly the same as our highest grade discs. They cut with the same needle pressure and angle. Surface noise is nil.

The Monogram disc is made in all sizes up to 16". It's worth knowing about. Order a sample carton of 10 from your distributor today.

PRESTO
RECORDING CORP.
242 WEST 55th ST. N.Y.

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510 CHICAGO, Har. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hil. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218 • PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Yu. 0231 • SEATTLE, Sen. 2560 • WASHINGTON, D.C., Shep. 4000

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

AUDITIONING CHILD PROGRAMS

Board Named by Radio Council to Function as A Proving Ground for Broadcasts

A PRE-AUDITION BOARD, comprising men and women in business and professions, to act as a proving ground for proposed children's programs, and offering its services to all agencies, was announced by the Radio Council on Children's Programs at a luncheon meeting held recently in New York. Leaders in radio, advertising agencies and educational fields were heard during the three-hour session, presided over by the new permanent president, Mrs. Nathaniel Singer. A constitution and by-laws were drawn up, marking the formal organization of the group which had been operating on an informal basis for the last years.

Three-Point Program

Mrs. Singer proposed a three-point program: "(a) That the homicidal numbers to which the young generation likes to listen before pattering off to slumberland, be retired; (b) good programs be allowed to remain and not die an untimely death, sponsor or no sponsor; (c) new programs sought and developed which deal with loyalty to America—devotion to this new democracy—the American Way of Life."

Among the speakers who discussed various aspects of the suggested program were Sidney Strotz, NBC vice-president in charge of programs; Niles Trammell, NBC president; Sterling Fisher, CBS director of education; Jules Seebach, representing MBS; Neville Miller, NAB president, and Ed Kirby, formerly of NAB, now head of the radio division of the War Department.

Governing board set up by the council includes: Mrs. Nathaniel, president; Mrs. Dorothy Lewis, vice-president; Mr. Wilson Parkhill, treasurer; Rita Hochheimer, secretary; Mrs. Harold V. Milligan, Virginia Comer, Irene Smith and Erik Barnouw.

'Pantagraph' Yields

THE BLOOMINGTON (Ill.) *Daily Pantagraph* has succumbed at last. One of the few remaining dailies which steadfastly refused to publish agate listings of radio programs, the paper, through managing editor Arthur Moore, notified stations in the city's listening area that after ten years the listings will again be published Harold Adams is radio editor.

RAYMOND GRAM SWING, MBS news analyst, starting the week of Nov. 3 dropped his Friday evening broadcast and resumed on Thursday evening 10-10:15 p.m. He is now heard Monday thru Thursday.

W. H. Behrman Resigns As Manager of WISH

RESIGNATION of William H. Behrman as general manager of WISH, Indianapolis, which began operation several months ago, was announced last week by C. Bruce McConnell, president. Mr. Behrman has not announced future plans. Prior to joining the new station last March, Mr. Behrman for nine years had been vice-president and general manager of WBOW, Terre Haute. Before taking over management of WBOW, he headed WGBF, Evansville.

Mr. Behrman

Mr. McConnell announced he would assume policy direction of the station, with R. E. Bausman, commercial manager, taking over other managerial functions. Mr. McConnell is sales manager of Merchandise Brokers Inc., tobacco and candy wholesalers, and owns 33⅓% of the station. Mr. Bausman joined WISH with its inauguation, having served formerly as commercial manager of WIRE, Indianapolis, and afterward with WRAL, Raleigh.

Boardwalk Slump

RADIO'S effectiveness as an advertising medium has prompted national advertisers to withdraw their exhibits from Atlantic City's boardwalk, it was declared last Monday by Harold Faunce, resort realtor, in protesting to the County Tax Board a $300,000 assessment on the property of Central Pier Co. Appearing as an expert, Mr. Faunce stated that while the ocean pier was built originally for national exhibitors, this variety of boardwalk tenant is becoming extinct. Advertising managers and agencies, he said, either were turning to radio and national magazines or were being forced to prune their advertising budgets.

GE Names Brewer

CHARLES A. BREWER, since 1938 executive assistant to the head of General Electric Co.'s appliance and merchandise department in Bridgeport, Conn., has been appointed manager of distribution services, also supervising commercial research.

Pressure Groups Still Protesting

MBS Latest to Be Subject of Complaint to the FCC

WITH the scene shifting between the America First Committee and Fight For Freedom Inc., broadcasters last week found themselves still in the midst of the continuous squabble among patriotic pressure groups about radio coverage.

Immediately after a protest by AFC, which was about wrung dry during an exchange of correspondence between NBC and CBS and FCC Chairman James Lawrence Fly, in which the networks denied alleged unfairness as between interventionist and non-interventionist groups [BROADCASTING, Nov. 3], a storm arose from Fight For Freedom, which attacked MBS for not providing time to answer an AFC broadcast carried by that network.

Protest to Fly

Wiring a protest to Chairman Fly last Monday, Ulric Bell, chairman of the FFF executive committee, charged that MBS probably had "responded to pressure from its *Chicago Tribune* owners" and that the network "discriminates against those who want Hitlerism destroyed". The complaint elicited a request to MBS from Chairman Fly for a "statement of facts" on how the FFF-AFC matter had been handled by the network.

In refusing FFF's request for time, MBS explained that "AFC requested time on the basis that they wanted to answer the President; therefore, we do not feel we can allot time now to answer them." Last Wednesday, answering Chairman Fly's request for an explanation, Fred Weber, MBS general manager, called attention to the MBS system of supplying pickups for network service through affiliated stations, stating that in the controverted case FFF had approached WOR, New York key of MBS, which "found it necessary to decline the broadcast", thus making the proposed talk unavailable to be fed to MBS stations. The reasons, not stated in Mr. Weber's letter, would be set forth in a later letter, he said.

"...added sales...traced to... advertising...over WTAG"

IVORY
GROCERIES
VT.
N.H.
MASSACHUSETTS
CONN.
R.I.

THOMAS A. HICKEY
Groceries, Meats and Provisions

Procter & Gamble
Cincinnati, Ohio

Gentlemen:

In all four of our Worcester markets, we have noticed an increased call for Ivory Soap. We feel pretty sure that these added sales can be traced to the constant advertising of Ivory Soap over Radio Station WTAG.

Yours very truly,

Thomas A. Hickey

WTAG
WORCESTER

COMPLETE CENTRAL
NEW ENGLAND
COVERAGE

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
International Radio Sales — Representatives

EDUCATIONAL PLAN
Colleges and Stations Form New England Group

EDUCATIONAL RADIO Council, mposed of five Connecticut Valley lleges and three cooperating New ngland stations, was formed early n November to improve the educational features currently carried by ember stations and develop new es. The group includes Amherst llege, Massachusetts State College, Mount Holyoke College, Smith llege, Springfield College, and SPR Springfield, WHYN, Holyoke, and WHAI, Greenfield. BRK, Pittsfield, also has been invited to cooperate and is expected join the group.

Chairman of the counsel is rancis C. Pray, of Mossachusetts ate, with Anne Wilder, of Mount olyoke, as secretary. Representing stations on the Council are arren Greenwood, WHAI, Wal-tt Wyllie and Muriel Landers, HYN, Wayne Henry Latham and uincy Brackett, WSPR. Recordings of programs are to be made, hich will be played back later in e year for analysis by radio experts and college representatives r criticism.

Roundtable Returns

ETURNING TO CBS after a en-week recess, *Invitation to Learning*, round table program featuring the terary classics, will start Nov. 16 th Mark Van Doren, Pulitzer Prize nner in poetry, serving again as informal chairman. Leon Levine, assistant CBS education director, will oduce.

BEAUTIES of the wide open spaces are the subject of the conversation among O. P. Soule (left), owner of KSEI, Pocatello, Idaho, and KTFI, Twin Falls, Mrs. Wythe Walker, and Wythe Walker, the stations' national sales representative. The Walkers were making a tour of the West at the time.

Grombach Suspends

GROMBACH PRODUCTIONS Inc., New York transcription firm, has suspended operation and closed its offices until the end of the national emergency with the call to active military duty of its president, Jean V. Grombach, who is a major in the National Guard. In the interim Stanley Lazarus, company attorney, will handle all old Grombach business.

WILLIAM SHIFFRIN has resigned as an associate of A. & S. Lyons Inc., Beverly Hills, Cal., talent agency, to resume a former affiliation with A. George Volck Inc., Los Angeles, artists service. He becomes vice-president of the latter agency and takes over as head of that office when Volck reports Nov. 17 for active naval duty as lieutenant-commander.

Rides the Gain

WSM, Nashville, each week carries *Fort Jackson on Parade*, Army talent program originating at Fort Jackson, S. C., 400 miles away. A complete staff to handle the program has been recruited from soldiers at the fort. Recently, with the boys off on maneuvers, WSM discovered no engineer could be found at camp to monitor the program. But right on schedule the regular pickup came through. After the broadcast the WSM control room received a long distance call from Lieut. Col. Frank L. Whittaker, executive officer of Fort Jackson. Complimented for the fine emergency engineering job someone at the fort had done, Col. Whittaker replied: "Thanks. In the absence of an engineer I just took the bull by the horns and did the job myself".

Kentucky Air School

FIVE programs weekly are fed from the U of Kentucky to a nationwide MBS hookup, the largest audience of any university in the country, according to a release last week of the university's publicity department. The U of Kentucky also lists 17 programs that are originated each week through the school. Four are broadcast over the regional Southern Network while the other eight are carried by either WHAS, Louisville, or WLAP, Lexington, Ky.

Radio Division Officers Named by Defense Group

RADIO DIVISION subcommittee chairmen of the Committee on Information, Defense Savings staff of New York State, has been announced by Hugh Kendall Boice, vice-president in charge of sales of WQXR, and recently appointed chairman of the division. Stuart Peabody, advertising director of the Borden Co., is chairman of the subcommittee in charge of agency contacts for radio ideas; P. Wesley Combs, vice-president of Wm. Esty & Co., New York State station contacts; Walter Craig, program director of WMCA, programs.

W. H. Taylor, former manager of CBS' Detroit office, is vice-chairman of the Radio Division, and also heads the subcommittees in charge of commercial sponsors' contacts and New York City station contacts. The committee on information is headed by Arthur Kudner, president of Arthur Kudner Inc., with Samuel D. Fuson, vice-president of the same agency, as vice-chairman.

Cereal on 'Club'

CREAM OF WHEAT Corp., Minneapolis (cereal), through BBDO, Minneapolis, has purchased a twice-weekly quarter-hour on NBC-Blue *Breakfast Club* starting Nov. 14. Company will sponsor the program on 60 stations Fridays and Saturdays at 9-9:15 a.m. Program's other sponsor, Swift & Co., Chicago, has a quarter-hour period on Thursdays, Fridays and Saturdays.

OF ALL THE ALPHABETICAL AGENCIES IN WASHINGTON

CDA
FDIC
RFC
WRC
NLRB
WPA
AFL
FHA
BLS
DDHC
CIO
CAA
FSA
ICC
REA
GPO
USHA
FCC
NDMB
NYA
FCA
FBI
OGR
SEC
OPACS

Theres only ONE that will give you A-1 PRIORITY in the rich WASHINGTON MARKET

WRC
Washington Radio Coverage
5000 WATTS
980 KC

RED NETWORK OF NATIONAL BROADCASTING CO.
Represented Nationally by NBC Spot Sales Offices in Washington—New York—Chicago—San Francisco—Boston—Cleveland—Denver—Hollywood

VIEW OF DOWNTOWN WASHINGTON WHERE MANY IMPORTANT GOVERNMENT BUILDINGS ARE LOCATED—Fairchild Aerial Photo

Regular FM Service for Philadelphia Begun as W53PH, W69PH Make Debut

FM SERVICE to Philadelphia and the adjacent areas began within the last fortnight, W69PH, FM adjunct of WCAU, has gone on preliminary program tests preparatory to regular operation, while W53PH, FM station of WFIL, announced it would inaugurate operation on Nov. 10 from 2 to 8 p.m. daily. W53PH's plans call for no duplication of AM service with the exception of a few outstanding shows and special events. The station will include special events features planned for FM only and will carry some of the network shows which WFIL is unable to carry locally.

Maj. E. H. Armstrong, inventor of FM; John Shepard 3d, president of the American Network, with which W53PH will be affiliated; and Acting Mayor of Philadelphia Bernard Samuels, were the principal speakers at the special inaugural program, 8.30-9.30 p.m. WFIL carried the second half-hour of the dedicatory program which featured local talent and NBC network stars. Samuel R. Rosenbaum, president of WFIL, acted as m.c.

Previously WCAU had put its FM station, W69PH, on the air at Sunday noon, Nov. 2, to broadcast the first FM transmission in the Philadelphia area. Decision to rush W69PH into operation was taken Oct. 31, on which day permission was applied for. Approval came late Nov. 1 and transmission started the next day. Actually, the broadcast was made to test the 10,000-watt transmitter atop a center city building, which is to provide FM service for a 9,300 square mile area. During the testing period, W69PH is broadcasting intermittently between noon and 8 p.m.

Kenneth W. Stowman, director of W69PH, said that at the conclusion of the test period a regular program schedule will be offered, consisting largely of news and classical and semi-classical music.

IT LOOKS GOOD to me says Kenneth W. Stowman (left), director of FM station W69PH, WCAU's FM outlet in Philadelphia, and George Lewis, technical director, during the station's Nov. 2 debut.

FOURTH FM GRANT IS GIVEN DETROIT

DETROIT'S fourth commercial FM station was authorized last Tuesday when the FCC issued a construction permit to the King-Trendle Broadcasting Corp. for high-frequency facilities in the Motor City. Permittee is also licensee of WXYZ, Detroit, NBC-Blue outlet and key station of the Michigan Network.

Grant covers use of the 47.3 mc. channel to cover a service area of 6,800 sq. mi. Stipulated also was the condition that the present antenna of WXYZ be changed to allow installation of an FM turnstile antenna on the west tower of the directional array. Call letters will probably be W73D.

Previously FM outlets had been authorized to three of the city's other standard stations—WWJ (W45D), WJLB (W49D) and WJR (W53D)—while Detroit's fifth station, WJBK, has submitted an application for an FM station.

Non-commercial FM facilities were granted to the Board of Education of the Memphis (Tenn.) City Schools at the same meeting with the granting of a construction permit for operation on 42.1 mc. with 250 watts. Condition was imposed that the permitee should apply for modification of its construction permit to specify equipment for FM instead of AM as originally set forth.

Award for Truth

SPECIAL award for truth in presenting a radio show will be made to the CBS *Death Valley Days* program by the Parents' Magazine Press, publisher of *Parents' Magazine* and *True Comics* during the regular broadcast of the program next Thursday night, 8-8:30 p.m., with rebroadcast 12:30-1 a.m. The Old Ranger, narrator of the series which is based on authentic stories of Death Valley, will receive the plaque. Program sponsor is the Pacific Coast Borax Co.

THE CBS College Broadcast Service, which started last year as the first publicity division exclusively for college editors, is now releasing weekly news on all three major networks to 450 editors of university newspapers and magazine, written by Walter Murphy of CBS' publicity staff.

120,000 FM Set
In Homes Claime

Philco Claims Most Sales
Sets in Recent Months

MORE THAN 120,000 FM sets a now installed in American home as compared to the 15,000 sets i homes at the start of 1941, according to FM Broadcasters Inc., compiled from figures reported b FM set manufacturers, now turning out about 1,500 receivers a day.

Although a score manufacturer are now producing 100 differen FM models that the public may buy, the supply still lags noticeably behind demand in most cities where FM activity has been lively, FMB stated, adding that distributors report their orders remain 20% t 50% ahead of shipments received from factories.

New York in Lead

Of the total sets in homes, New York has between 25,000 and 30,000; Chicago, over 15,000; New England more than 10,000; Detroit, 6,000; Los Angeles, 6,000; Philadelphia 5,000; Milwaukee, 3,80 Pittsburgh 3,500; Hartford, 2,70 Albany - Schenectady 2,500; St Louis with three stations building 1,600 sets; Cleveland, 2,000; Kansas City, 1,600, and San Francisco 1,700.

Emphasizing that low price "will do more than anything els to stimulate public interest in FM," Thomas A. Kennally, vice-president of Philco Corp., Philadelphia claimed recently that since June this year, sales of Philco low-price FM-AM receivers have exceede those of all other kinds of FM se combined.

Philco's Aim

Philco's most important aim the development of FM is to gi customers primarily interested radio entertainment on the A band a chance to sample FM small additional cost, thus bringi the advantages of FM to the a tention of more and more peop Mr. Kennally declared. Every t in a Philco FM set operates on b FM and AM, while simplicity operation is achieved in the Phil through the circuit arrangeme making it possible to tune in F standard broadcasts and shortwa programs with a single dial and single set of controls, he said.

Worcester FM Change

W1XTG, FM adjunct of WTA Worcester, Mass., will operate w a revised program schedule, effe tive immediately, it was announ last Monday by William T. Ca anagh, program and producti manager. Under the new sched the FM station will feature a n series of local live broadcasts pr pared especially for W1XTG a not duplicated on WTAG. To op ate separately, special library a music clearance departments ha been set up for each station.

U. S. PRODUCTS Corp., San Jo Cal. (glass-packed food) has na Richard Jorgensen Adv., San Jose, agency, and is said to be using ra

OK'd by ENGINEERS

Wherever installed—Lingo Radiators have exceeded all efficiency expectations. No wonder alert engineers look to Lingo for top efficiency and managers are enthused by the increased sales made possible by increased signal strength and coverage.

Photo shows installation of the 350 ft. Lingo Tubular Steel Radiator at station WBOC, Salisbury, Md.

LINGO VERTICAL TUBULAR STEEL RADIATORS

JOHN E. LINGO & SON, INC., CAMDEN, N. J.

REL

FM's PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Holiday Boom Not Up to Former Years

High Level of Recent Month Reduces Usual Swing

(*Continued from Page 7*)

ss business will take care of all e stocks they can supply.

This same view was expressed y several other agencies, which aintained that with priorities olding up delivery on certain roducts, too much "high-pressure" dvertising this year would find dvertisers unable to meet the pub- c demand. Dealers feel also that creased salaries due to expand- g defense industries have "put ople in the mood to spend", and at special holiday advertising ight find companies unable to ep up with the potential dollar tlay.

Although the stations in the New rk area all reported "no special ristmas business," the consensus spokesmen interviewed showed usiness better than ever before", usiness 200% better than last ar, with only 46 minutes a week ll unsold", and "largest volume business currently scheduled in e history of the station".

WOR, for instance, announced t week that sales for August, ptember and October of 1941 ached an all-time high, making e third quarter of this year the gest in the station's history.

Similar statements from tran- iption companies showed book- gs way above average, sales ably ahead of last year", "more grams sold locally than ever fore", and a specific report from e company of a general increase 40% over last year.

Through the general feeling of profitable Christmas season and n upward trend in the volume of dio advertising, there seems to e some apprehension as to the fect on business early next year f the war in Europe and of the iority situation in this country. Some stations feel that non- fense or non-priority products ll fill in any slack caused by the ghtening up through priorities of her products such as refrigera- rs, automobiles, etc. Others said at even among the commodities t affected by defense there was certainty as in the packaging oblem, for instance, making it fficult for companies to obtain rrugated boxes, tinfoil, or tubes r face creams.

On the whole, the outlook for e Christmas season just getting der way seems to be better than er before from the standpoint of anscription campaigns for luxury gift items; general business from the stations' point of view has reached an all-time high for the entire year of 1941, while the future prospect, though encouraging at present, is viewed with rather a "can't tell yet" attitude.

CHICAGO

NO SPECTACULAR INCREASE in the total dollar volume of radio advertising during the 1941 holiday season is anticipated by Chicago timebuyers, station representatives, and midwestern stations. Although one of the nation's greatest Christmas seasons is predicted this year, a glance at the national spot picture reveals that a few isolated accounts here and there will be using radio for special Christmas promotion.

National spot billing is up over last year, and December, 1941, will undoubtedly show a healthy increase over the same month last year. But spot business is good. In fact, if it were not so good, national advertisers whose annual use of newspapers and magazines for Christmas promotion is determined by tradition, might be approached with more vigor to try extensive Christmas radio campaigns.

Seller's Market

As one station representative put it, "Of course, we're out to get the business we can, but radio is enjoying a seller's market, and we have a tough enough time finding availabilities for sponsors who want 26 and 52-week contracts rather than finding time for an advertiser who wants to go on the air at Christmas time for two or three weeks."

In a few specific instances, food companies, meat packers and national wine distributors will use special spot announcement campaigns to announce Christmas offers. A Christmas campaign in behalf of electric shavers is expected to be repeated this year. But this business is more than offset by three and four-week holiday hiatus taken by some proprietary companies and manufacturers of staples such as soap products who explain that during the holiday season their dealers place all counter, display and selling emphasis on gift merchandise.

This year, however, a large number of midwestern stations report that retailers, more than ever before, are entering into special Christmas promotions. Special transcribed Christmas programs are finding local sponsors that heretofore have not been sold on the advantages of holiday radio promotion. Here again, however, a number of stations reported that they haven't made any concerted effort to go after the Christmas business because of the tight schedule situation.

Direct Sale Items

One of the largest users of radio out of Chicago during the holiday season will be advertisers of direct sale items—books, fountain pens, jewelry. Since the time is purchased outright in direct proportion to the sales return, Christmas offers are expected to increase considerably the time used by these advertisers. One advertiser of fountain pens will be using 230 stations during the holidays, and expects to spent about $3,000 a week on one Chicago station alone during the Christmas weeks.

Manufacturers of men's furnishings—neckwear, shirts, gloves, hose, novelties—have never in the past been strong radio advertisers, and there is no indication that this will not be true again this year. Electrical appliances, toasters, mixers, waffle irons, electric irons, high on the Christmas gift list, are promoted through local utilities, and by manufacturers, for the greater part, through magazines. Radio will enjoy a merry Christmas as a result of a banner year [predicted in BROADCASTING, Jan. 1, 1941], but not as a direct result of Old Nick.

LOS ANGELES

AS THE WEST COAST prepares for what is expected to be the busiest, bustlingest and buyingest Christmas holiday season in its history, check-up with station operators, representatives, agency executives and many retail advertisers reveals that radio will be a major media used to attract consumer trade.

With new money circulated by emergency defense workers and uniformed men stationed at some 82 Pacific Coast Army camps, forts and aviation bases, retailers and manufacturers, too, have their weather eye on opportunities offered by such a bonanza.

Anticipating a record-breaking holiday buying spree, they plan to use radio to its fullest extent, with time already contracted for in many cases. Scores of advertisers will augment regular current schedules with additional spot announcement campaigns, or use participation in local quizes, newscasts and home economic broadcasts. As result several stations already report schedules full for the pre-holiday season. Agency executives and station representatives verify this in complaining of the

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

"THE WORLD'S
BEST COVERAGE
U.P.
OF THE WORLD'S
BIGGEST NEWS"

590 KC
WKZO
5000 WATTS
1000 WATTS AT NIGHT
COLUMBIA'S
EXCLUSIVE
OUTLET
FOR
WESTERN
MICHIGAN
DOMINATING MICHIGAN'S
SECOND
LARGEST
MARKET
GRAND RAPIDS
KALAMAZOO
BATTLE CREEK
FREE & PETERS, INC.
Exclusive National Representatives

difficulty in securing station time.

Level of busness on West Coast stations is at a tremendous peak, and has been for months. Operators declare their chief problem is finding time for local accounts due to the tremendous pressure of national and regional business.

Business Soaring

Current estimates are that the three Pacific Coast States—California, Washington and Oregon—have been enriched by more than three-quarter-of-a-million new persons from other parts of the country since taking of the 1940 census. These are not penniless migrants, but solid wage-earners attracted to the Western states by defense activity. They are all potential Christmas shoppers.

California reportedly has 500,000 of these new wage-earners. Airplane manufacturers in California are currently giving employment to more than 140,000 workers. Shipyards employ more than 55,000 persons and it is estimated that before the year is out will have increased that number by 12,000, barring of course, labor difficulties.

Los Angeles alone has had a 200,000 population increase as result of the defense industry boom since 1940, thus adding an estimated $36,000,000 monthly to the industrial payroll. All are potential buyers. Monthly increase in the industrial payroll almost doubles that of last year and will bring the total for 1941 from $350,000,000 to $375,000,000.

The Los Angeles metropolitan area now has more than a billion dollars in defense orders on hand. The prosperity is especially noticeable in the great Inner-California Valley, due largely to soaring prices for cotton and fruit and the construction of airplane centers outside of Bakersfield and Sacramento. San Diego's population has increased by about 100,000 since Jan. 1. With airplane factories augmenting present personnel and enlarging plants, an additional 50,000 workers are expected to settle in that area within the next couple months, resulting in more consumer spending.

Salutary efforts of the West Coast boom are not confined to any city or group of cities. Many of the new developments have sprung up in previously no-man's-land beyond the orbit of metropolitan areas, thus creating marketing potentialities as yet undreamed of. The spurt is spread throughout the West with huge concentrations of consumers virtually untouched by any media except radio. Contract figures for major industrial centers don't tell the entire story. Subcontract breakdowns, even if they were available, wouldn't either.

Therefore, to get a goodly share of this prosperity, West Coast department stores will use heavier pre-holiday schedules, to advertise every kind of commodity. With the home-rental shortage in congested areas, real estate operators are utilizing radio to advertise new subdivisions springing up around airplane factories. Luxury items such as jewelry, automobiles, perfumes, cosmetics, clothing, furniture, furs, and other commodities that fall into the category of gifts will be advertised via radio according to contracts already signed.

Bullock's Inc., Los Angeles (department store), in a three-week holiday campaign which starts Nov. 21, will use approximately 26 transcribed spot announcements on each of a group of local stations. List includes KHJ KFI KECA KNX KFWB. Agency is Dana Jones Co., Los Angeles.

BLACKOUT COMMITTEE of KEX, Portland, Ore., kept the station on the air 45 minutes during the city's practice blackout against a mock air raid, with vivid descriptions of the proceedings. Here, (seated, l to r), Bill Mock, KEX director of public events, in charge of the show, and Hank Norton, who wrote the script for the broadcast, poured over the final plans. While in the background looking on are Phil Irwin, Bob Thomlinson, Chief Announcer Don Kneass and Rollie Truitt, all of KEX.

PHILADELPHIA

THE PRE-HOLIDAY Christmas shopping month is just another month in the year as far as Philadelphia radio is concerned. characteristic are the comments of both advertising agency and radio station executives alike.

"If another account asks for radio time, I'll have to join the Foreign Legion," says the radio director of a local advertising agency active in timebuying. And from a station executive comes the remark, "Certainly there will be a large number of national and local advertisers seeking radio time for the pre-holiday season. But where are they going to go with time a premium even now!"

The pre-holiday boom, experienced by local merchants, is practically non-existent in local radio. Over a period of years, many local merchants confining radio activity to holiday seasons only, have since become year-round advertisers. Others, to insure the desired radio time, have started their campaigns during the early fall.

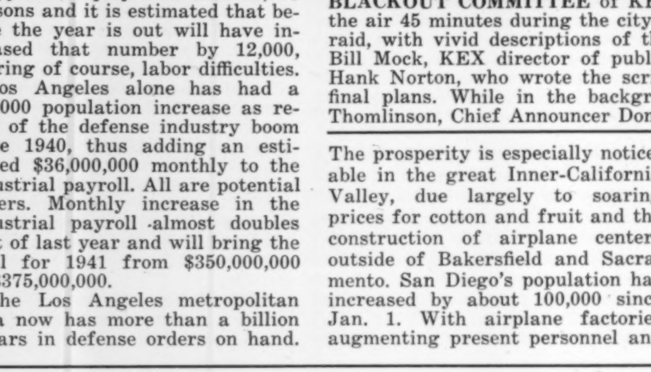
The national defense boom in this area has made it advantageous for local merchants to extend advertising expenditures to cover radio schedules since the start o the fall season. As a matter of fact such advertisers as wine concerns and jewelry houses, each year pointing heavily on the pre-holiday shopping season, started their schedules late in October or early in November.

Tight Schedules

While there will unquestionabl be heavy demands for time for th December weeks, tight schedule on all the stations will make suc placements on a catch-as-catch-ca basis. Sales managers of the loc stations, as a result, do not fe that December billings can sho any decided rise over the high pea November billings will reach.

Business at all the stations ha been at holiday levels since th start of the new season. Station have been forced to extend the day broadcasting to accommodate a vertisers and guaranteed time f spot campaigns is practically thing of the past. Advertisers a agencies are no longer concern with "what time," but are satisfi in merely getting the "time". A gravating the situation is t clamoring of local merchants w were literally forced off the because the dawn-to-dusk policy the part-time stations, which ha lost available time because of ea darkness during the winter mont

The unprecedented demand f radio time at the local stations h long been anticipated by the s tions. That one-eighth of the tion's defense program is conc trated in the Philadelphia area h



LOOK OUT...
HE'S A TRIPLE-THREAT!
WSAI

"ME, TOO!" says WSAI's Winged Plug, "I'm tops in PROGRAMS ... with the cream of NBC Blue plus top-flight local shows. I'm tops in POPULARITY ... with a flock of my sponsors on renewal contracts. And I'm tops in PROMOTION ... through the use of street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window displays and a monthly house-organ for dealers. Doesn't that make ME a TRIPLE-THREAT? You bet it does. Try me in YOUR backfield!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

IN PHILADELPHIA

Win Friends Influence Listeners

SELL THROUGH WFIL

ated a boom in wage-earners t in turn has soared retail es to a new high with the sea- al Christmas shopping period ll to come. Moreover, because of e reopening of factories and ipyards, there has been a shift in pulation from the small upstate wns to the metropolitan centers, eating an ever-growing market buyers among the wage-earners. Agencies report that advertisers, retofore turning deaf ears to anned campaigns, are now prac- ally begging for a prospectus. e trend is not in any single direc- n, the boom of prosperity being joyed by all along the line—low- ice merchandise and luxury items ke. Radio, station heads, admit, e getting more than their share.

SAN FRANCISCO

PTIMISM held a wide edge over ubt in the minds of radio execu- es, timebuyers and advertisers the San Francisco Bay area in ard to a record-breaker pre- iday time-buying. The doubt at the 1941 holiday air advertis- would reach last year's peak s expressed by a minority, who inted out that due to National fense priorities, advertising of h merchandise as automobiles, frigerators, radios, cameras and merous other articles, usually avy at Christmas season, would curtailed, if not completely ved this year.

That may be the case, said the ers, but the retail merchants—partment stores, in particular—s well as manufacturers of bever- es, wines and beers and others eiving spending money of na- nal defense workers, will in- ease their advertising to new ghs. Retail merchants will bear wn on lower priced, higher- rnover merchandise in their ad- ertising. Larger merchandise, hich will be limited in supply this ason due to the government pri- rities, will use radio in some cases, t very few.

Better Than Rosy

However, all in all, the picture r the San Francisco bay region tations looks better than rosy, dging by the statements of those terviewed by BROADCASTING.

Al Nelson, general manager of PO-KGO said that the local bill- ngs for the two stations for Octo- er, November and December will e 80% better than the same three onths in 1941. "We look for the reatest pre-holiday season in the istory of our stations," Mr. Nel- n stated, adding "more retail ores are using our stations now an ever before and the depart- ent stores are gradually breaking wn and using the air medium."

William Pabst, KFRC general anager, struck a similar optimis- c note in his statement. He added ever, that although pre-holiday o advertising will be good, it ld be better considering the pects for a buying avalanche ng the pre-Christmas period. concurred with Mr. Nelson that artment stores will probably do e advertising this year on radio at any previous time.

Can't Collect

JUST PRIOR to Ottawa's test half-hour blackout recently, an announcer at one of the Canadian capital's stations came through with this piece of advice to listeners: "Anyone killed or injured during the blackout should bear in mind they will receive no payment or compensation."

There is one thing that might el this trend, however, for the t month there has been a strike The Emporium, San Francisco's largest department store. Although the Emporium has always been a very small user of radio, if the strike is not soon settled, there are fears it will spread to other stores.

Time Is Scarce

At KSFO, Sales Manager Haan Tyler stated that time was becoming a serious problem. However, spots and abbreviated programs, such as 5 and 10-minute shots, would be available. A number of retailers, he stated, are contemplating the use of children's shows for the pre-holiday period. KSFO's pre-Christmas business this year will surpass last year's by a wide margin.

KYA, KJBS and KSAN, unaffiliated locals, who derive from 40 to 60% of their business from local advertisers, foresaw some increase in time buying for the next 60 days. Manager Ed Franklin, of KJBS, stated that October was the best month in the history of the station and that from present commitments the trend will continue until the holidays. Advertisers who never used radio before are beginning to come on KJBS, he said. One such advertiser is the Crystal Palace Market, San Francisco's largest public market. It started out with a brief test campaign and is now on a regular schedule.

Harold H. Meyer, KYA manager, stated that from inquiries and the general trend, the holiday business will remain at about the same level as last year. Because of the limited supplies of some commodities due to national defense priorities, radio naturally will lose some clients, but on the other hand those who have supplies available will increase their radio budgets. KYA is enjoying a good department store business and is looking for an increase.

KSAN will enjoy an increase in business of approximately 20 per cent over that of last year, Lou Keplinger, general manager, stated. The bulk of this business will be local spot.

Stores Interested

Much the same story of added commercial time came from the eastbay in Oakland. Philip G. Lasky, KROW manager, stated that his station will show an increase of from 13 to 14% this pre-holiday season over that of last year. "A lot of interest is being shown by department stores this year," Mr. Lasky said," and before long they may be knee-deep in radio."

The same story from San Jose, home of KQW. C. L. McCarthy, station manager, looks for considerable increases during November and December, stating that the local and bay area business would be the best in years.

Agencies, Too

From the agencies, too, came a generally optimistic outlook, with a few notes of doubt sprinkled here and there as regards the priority merchandise and its shaving of radio advertising. For instance, in past years the Electric Appliance Society of Northern California had used radio to advertise small electric appliances for the home. This year, according to Jean Scott Frickelton, agency handling the account, due to the scarcity of commodities no radio will be used. The same rang true in the case of a client of Long Adv. Service. Hassell Smith, manager, stated that one of its clients, which sold cameras and binoculars, formerly went into

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

THANKSGIVING
for
WTSP

ADVERTISERS

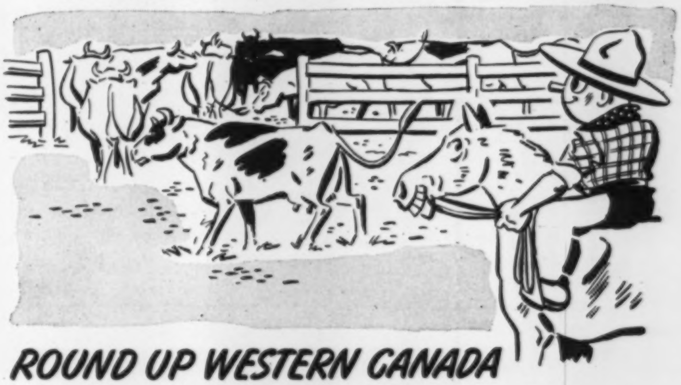
There's no controversy on the date. Every day is Thanksgiving for those who use the "Double Bonus" Station for the most economical coverage of the rich St. Petersburg-Tampa metropolitan area, a $100,000,000 market. Added to complete coverage of the St. Petersburg-Tampa market (Pinellas and Hillsborough Counties, Florida's greatest population center) WTSP offers:

BONUS NO. 1—More than 250,000 winter vacationists who spend $40,000,000 here every year.

BONUS NO. 2—Army, Navy and Coast Guard bases with an annual payroll of $4,000,000.

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

In CANADA — It's the 'All-Canada' Stations



ROUND UP WESTERN CANADA WITH THE 'ALL-CANADA' STATIONS

Listener preference stations spotted throughout Western Canada enable you to cut out the select markets and corral them for your products, by spotting your radio programmes on the 'All-Canada' stations. Local programmes and merchandising service in each locality plus full market information is yours for the asking, too.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail ____________CJAT
Kelowna ______ CKOV
Vancouver _______CKWX
Victoria ___________CJVI
Kamloops _________CFJC

Alberta
Calgary _________ CFAC
Edmonton ________CJCA
Grande Prairie ____CFGP
Lethbridge _______CJOC

Saskatchewan
Moose Jaw ______CHAB
Prince Albert _____CKBI
Regina __________CKCK

Manitoba
Winnipeg _________CJRC

ALL-CANADA

Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited

"DICTATOR" say our advertisers. "You tell 'em to buy and they do buy . . . in six states." Doesn't this give you an idea?

WIBW The Voice of Kansas in TOPEKA

heavy pre-Christmas advertising. This year it has been entirely curtailed.

Walter Burke, radio director of McCann-Erickson; Walter Guild, radio executive of Sidney Garfinkel Adv., and many other timebuyers and station representatives agreed that from the present outlook, pre-holiday radio spending in the San Francisco bay area will top all previous years.

DETROIT

CURTAILMENT of automotive and other "heavy goods" advertising appropriations is throwing a lengthening shadow over the volume of Christmas promotional effort being drafted in Detroit agencies. At the same time, station reports are that holiday time bookings are in excellent volume, perhaps the best in history, due to the fact that Detroit industrial activity is still substantial and will so continue past the turn of the year.

The automotive budgets are the most severely cramped at present. Passenger car output has been cut in half for the 1942 model span, and in addition considerably higher prices on new models have chilled the buying market. As a result, advertising circles report that budgets for the Chrysler and Ford divisions have been cut about 50%; that Chevrolet, bellwether of the General Motors group, has already reduced a third; and that independent smaller companies are following at least like proportions i their planning.

Output Down

At the present outlook, as a result, it is expected that advertising placements from the automobile, refrigerator, stove and othe large-item producers centralized i the Detroit area will be down t about half their appropriations fo the holiday season in 1940.

Lightly publicized in the general consumers goods curtailmen has been the fact that refrigerator and stove companies have als suffered formal output cuts an have also been unable to rise t maximum levels, even under reduc tions, due to materials and part shortages. The refrigerator com

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
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HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring
Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of
the World
Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional
Antenna Controlling
Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in
BROADCASTING
for Results!

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Salesman—Kansas City Radio Station. Salary and commissions. Box 116A, BROADCASTING.

Experienced Salesman—State qualification, salary expected, draft status. Work in Western Mass. Box 117A, BROADCASTING.

Licensed Operator—Experience unnecessary. State qualifications, salary, draft status; enclose recent picture. Iowa station. Box 102A, BROADCASTING.

Wanted—Good commercial announcer. Prefer man with play-by-play sports experience. Write or send transcription. WKBH, La Crosse, Wisconsin.

Continuity Writer—Young man with ideas. For spots, programs, brochures. Sober. Rush qualifications, sample copy, salary requirements to WCMI, Ashland, Ky.

Salesman—Require hard worker, experienced, capable earning consistently large weekly commission. High pressure "oncers" taboo. Draft status? New York State. Box 101A, BROADCASTING.

Wanted—Immediately, engineer-announcer by station, located north central area. No big starting salary but good opportunity and pleasant working conditions. Give full details. Box 103A, BROADCASTING.

Continuity And Script Writer—Capable of directing department of 5000 watt midwestern non-commercial station. Must have Christian as well as continuity experience. Offers real opportunity for the right man. Box 110A, BROADCASTING.

Growing Western Station—Wants two announcers with friendly commercial style. If you think you are perfect, don't apply. Must be cooperative. Salary and commercial fees. Give experience, salary expected and picture in first letter. Box 118A, BROADCASTING.

Situations Wanted

Hollywood Radio Producer-Writer—Wants good agency production or sales contact job. Thoroughly experienced all phases radio and complete agency functions. Will entertain any worthwhile proposition. Open for immediate interview. Communcate: Bruce Gilbert, 5 East 66th St., New York City.

Sports Announcer—Experienced! Play-by-play! General assignments! References! Employed! Box 112A, BROADCASTING.

Production And Traffic Manager—Wants opportunity for advancement. Versatile, energetic. Seven years' experience with management of personnel, news, announcing, all phases. Draft exempt, now employed. Consider change for right salary. Box 106A, BROADCASTING.

Situations Wanted (Continued)

Young Lady Available—For engineerin or continuity. Licenses and experienc Texas or adjoining states. Box 111A BROADCASTING.

Commercial Manager—Now employed, f years' experience all phases, marri draft exempt. A-1 references. Box 11 BROADCASTING.

Copywriter-Announcer—Strong commerci copy, saleable ideas, production and pr gramming. News, emcee, personali shows. Box 108A, BROADCASTING.

Fifteen Years Commercial Radio—Progra production man — writer — announce news specialist—employed—desires chan —moderate salary. Box 104A, BROADCASTING.

Program, Production Or Special Ev Director—Vast experience, now employe married. Excellent background. Best references. Box 113A, BROADCASTIN

Salesman—Well experienced, record of hi sales, young, aggressive, ideas, nondraf able, seeks change—give full details. B 109A, BROADCASTING.

Experienced Announcer And Control-Ro Man—College training. Local and ne work productions. Best recommendatio Can produce. Available immediately. B 107A, BROADCASTING.

Copywriter—23, exceptional idea man, ex utive ability. Soap operas, children's p grams or adv. continuity. Excellent trai ing and references. Worth investigati Box 114A, BROADCASTING.

Wanted To Buy

5 K.W. Amplifier—State age, make, co tion, price and length of service. B 105A, BROADCASTING.

Wanted — Recorder, professional d speed 16" studio or portable, comp with amplifier, reasonable. P. Clock C 1624 So. 8th St., Phila., Pa.

Wanted—2 R.C.A.—Western Electric others, lateral or lateral-vertical pick for 16" transcriptions, must be in condition. J. Edw. Williams, 42 Street, Essex, Conn.

Wanted—One d.c. generator, rated 16 36 amperes, compound wound, speed r.p.m., of type used with W. E. 5-C mitter. Would consider two unit generator set of same capacity. Also one 19-inch relay rack, 69 inches Scott Helt, Station WIS, Columbia, Carolina.

For Sale

Two Ideco 270 Ft. Towers—With insul capacity tops. WHIO, Dayton, Ohio.

nies in particular are finding t their available supplies of erchandise, not only for Christ- as but for normal buying during ovember are insufficient to meet mands in many areas. As a result ey are pruning their advertis- g budgets quite sharply.

Cooperative Advertising

Cooperative advertising is re- rted in some quarters as slightly tter than the direct factory- aced time and space. This is rticularly true in the automotive ld, where dealers are encounter- g unexpectedly heavy sales re- stance to the new higher prices, d are turning on promotional essure to begin buying, unham- red by the same considerations pro rated allowances govern- g manufacturer actions.

Some better indications are also rthcoming from automotive sup- ier companies, whose radio time ying appears in moderately im- oved volume over past holiday sons. These firms are not yet mpered by the problems beset- g the car makers, and are find- g fairly good replacement mar- ts in a nation whose automotive blic, by and large, is reconcil- g itself to making older cars another year or more. These mpanies are doing a good share ward improving the overall auto- tive radio advertising picture.

Heavy Bookings

In contrast are reports from the dio stations themselves that their kings for the Christmas season excellent—better than last ar, and the best in their his- ry. They ascribe this to the gen- al knowledge that industrial ac- ity in Detroit, hub of the de- se program, is still in high gear, d that the effect of the curtail- nt of car output, measured in ms of employment and payrolls, l not come fully into play until ter the first of the year.

Miscellaneous accounts of these tions are planning to use time have already made commitments exceedingly satisfactory volume, e automotive accounts being, of urse, the conspicuous exception.

Some uncertainty still exists on ail time, however. A confidential rvey conducted among Detroit erchants late in October and rly in November revealed a soft- ing of volume which is impell- g the stores to go slow until the hristmas trend is more clearly scernable. But the innate con- dence of the stores is well indi- ated by their stocks of merchan- se ordered and in warehouse— vast total close to 1929 compara- ve levels, if not above them.

PASSING THE BUCK, three nimrods of KLZ, Denver, gather in the office of Manager Hugh B. Terry to present him with the stuffed head of a deer whose steaks and chops had become the main course of a venison dinner given recently for more than 40 members of the KLZ staff. Presenting the newest addition to the Terry trophy room are the three hunters who brought back the animal a few days after the deer season opened—(l to r, standing) Fred D. Fleming, news editor; Bob Harris, announcer, and Harvey Wehrman, acting chief engineer of the Denver station.

CANADA

CANADIAN broadcasting stations are doing more business than ever before. Station representatives in Toronto report an increasing difficulty to book suitable time for national advertisers and state that local advertisers are taking more time on stations throughout the Dominion. They report that numerous stations are completely sold out, that advertisers booked earlier this year for fall and early winter time in order to obtain preferred times.

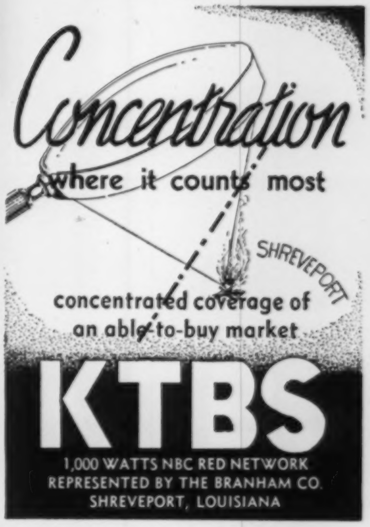
Instalment Curb

Canada is enjoying the highest employment in its history. Retail sales are ahead of last year. A good Christmas trade is expected, and a number of stations report increased bookings for the holiday over last year, although agencies do not expect any more Christmas time for national advertisers than usual. Government efforts are to halt the expanding consumer purchasers, to divert more of the increased national income into war financing. It is officially stated that 40% of the national income is now being spent by the Dominion on the war.

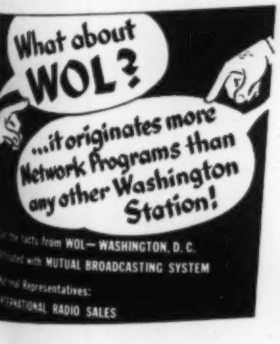
There will be some important changes in commercials used for holiday trade by some advertisers. Companies doing a large credit business, formerly advertising a small down payment or no down payments till after Christmas, will this year not be able to use this type of commercial since the government curtailed instalment buying as of Oct. 14.

Minimum down payment on delivery is $10, at least one-third the purchase price of most commodities, 50% in the case of automobiles. Minimum monthly payments must be $5, with only one year to pay, except in the case of cars costing more than $500 when 18 months is allowed. Loan companies are similarly hit, as are charge account stores. Institutional programs are now used by some of the credit houses.

While there is no scarcity of goods as yet in the Dominion, a preliminary curtailment of 25% in



KTBS
1,000 WATTS NBC RED NETWORK
REPRESENTED BY THE BRANHAM CO.
SHREVEPORT, LOUISIANA


What about WOL?
...it originates more Network Programs than any other Washington Station!
t the facts from WOL—WASHINGTON, D. C.
iliated with MUTUAL BROADCASTING SYSTEM
onal Representatives:
TERNATIONAL RADIO SALES

FM
with
Simplified
CIRCUIT DESIGN
GENERAL ELECTRIC

BLACKOUT THE SHADOW!
1941
MERRY CHRISTMAS
CLOSE to all of us is the threatening spectre of tuberculosis. No respecter of persons, it lurks in every corner, may strike at any moment. *More people between 15 and 45 die from tuberculosis than from any other disease.*

Yet tuberculosis *can* be driven from the face of the earth. Since 1907 your Local Tuberculosis Association has helped reduce the toll of tuberculosis by 75%!

By buying Christmas Seals you will help us complete the job—and make this a safer world for yourself and your loved ones.

Buy CHRISTMAS SEALS

The National, State and Local Tuberculosis Associations in the United States

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Al. Bland
the popular comedian in "morn patrol"
WCKY
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

—:—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

output of most electrical household appliances and durable goods, has recently been put into effect. There will not be as great a variety of holiday merchandise since the ban on importation of non-essential consumer goods went into effect just before last year Christmas. Priorities are narrowing the choice of merchandise. Automobile output for 1942, as an example, is down to 44% of the 1940 passenger car output.

Canadian stations will devote considerable pre-Chirstmas time to boosting the sale of war saving certificates and stamps, the government having recently launched another paid campaign and both stations and sponsors giving free time and commercials to the sale of these war financing investments. Many Christmas gifts will be in this form this year, according to all signs.

Price Order

More advertisers are now using Canadian stations for spot as well as network broadcasts. While some advertisers have had to curtail their advertising, as the flour companies, others have come into the field, many with institutional programs.

Two government measures which may have some effect on pre-Christmas radio advertising are the Stabilization of Prices & Wages Order which goes into effect Nov. 17, and the Food & Clothing Industry Licensing Order which starts Dec. 1. Under the first, all prices, wholesale as well as retail, have a ceiling at the highest in effect during the period from Sept. 15 to Oct. 11, but may fall below this.

It covers all commodities, exempts interest, prices of stocks and bonds, a number of other items and advertising rates. The second calls for licensing of all manufacturers and individuals in the food and clothing industries, even to the hot dog stand and the neighborhood tailoring shop. Both will bring about some new techniques in advertising copy.

While Canadian business on Canadian stations is increasing, it is of interest to note that business originating in the United States is also up on a number of Canadian stations. One major market station reports that its American billings are up this year 40%. The fact that American stations are back on standard time while stations in Ontario and Quebec remain on daylight time is also playing a part in making increasingly valuable to Canadian advertisers the hour before American-originating network shows are piped into Canada.

Broadcasters have done an increasing business since the start of the war, and there are no signs of a letup though some advertising agency executives are taking into consideration in laying out campaigns the government's increasing controls on consumer purchases. They feel advertisers should continue to use the air as British firms are continuing their advertising even though they may no longer be making consumer products.

WIBC Appoints Raymer

PAUL H. RAYMER Co. has been appointed national sales representative of WIBC, Indianapolis, effective immediately, according to C. A. McLaughlin, general manager of WIBC.

New Local Granted In New Bern, N. C.

Three Other Applications to Build Are Set for Hearing

A NEW LOCAL station in New Bern, N. C., a seaboard community of 12,000 inhabitants, was authorized last Tuesday by the FCC which simultaneously designated for hearing the applications of several others seeking new stations and new facilities.

The new construction permit was issued to the Coastal Broadcasting Co. Inc. to operate with 250 watts on 1450 kc. Principal owner in the permitee corporation is Philip Howard, local clothier, holding 47.6% of the stock, while his two sons, Louis N. and Howard H., who at present manage their father's clothing firm, each hold 22.2%. The balance is held in small blocks by six other stockholders. Originally Jones Weiland, operator of WFTC, Kinston, N. C., just 50 miles northwest of New Bern, had been listed as a stockholder, but later relinquished his interest.

Parties Affected

The new station applications set for hearing were those of Herman Radner, seeking a 1,000-watt daytime station in Fort Dearborn, Mich., on 680 kc.; Edward E. Reedder, applicant for a station in Seattle, Wash., 250 watts on 1560 kc., to be heard jointly with the applications of KPMC, Bakersfield, Cal., and WSOY, Decatur, Ill. both seeking assignment to that frequency; Bob Jones College Inc., asking a 1,000-watt daytime station on 550 kc. The last named application to be heard jointly with the application of the Constitution Broadcasting Co., Atlanta, Ga., for a new 5,000-watt day and 1,000-watt nighttime station on the same 550 kc.

AFRA Signs WBYN

AMERICAN Federation of Radio Artists reports that negotiations are under way with WBYN, Brooklyn, and WAAT, Jersey City, for contracts covering announcers and talent. Union also said that Vic Conners, AFRA field representative, was expected to arrive in Dallas-Fort Worth during the weekend to help the AFRA local straighten out differences and establish cordial relations with WFAA-KGKO. Emily Holt, national executive secretary of AFRA, said that during her recent visit to those cities [BROADCASTING, Oct. 13], she had been courteously received by station officials and expressed the belief that the differences existing between stations and AFRA would soon be ironed out and contracts signed.

McGRAW-HILL Book Inc., New York, has announced publication of its new and improved second edition of "Fundamentals of Vacuum Tubes" by Austin V. Eastman, associate professor of electrical engineering, U of Washington, devoted to the latest engineering data on vacuum tube laws and applications.

in the CONTROL ROOM

JOHN W. CHRISTIANSEN, Cedar City, Utah, has joined K Salt Lake City.

NORWOOD PATTERSON, t nician of KSAN, San Francisco, son of the station's owner, S. H. P terson, and recently married F Whitson.

BOB SOWERS, of Toledo, has joi the engineering staff of WICA, A tabula, O.

FREEMAN TATUM has joined transmitter staff of KFRO, Longvie Tex., replacing Paul Horten who returned to college.

HOWARD PHILLIPS has joined engineering staff of KVOO, Tu replacing Clarke McNally who has cepted a defense radio position the government.

JUDSON EDWARDS, engineer KSO-KRNT, Des Moines, recen married Cecelia Harness. Sid Pa man, of the engineering departmen conducting night school classes weekly in radio engineering, sound fects and continuity writing.

JACK BURRELL, television engi of NBC, New York, is the father a girl born Oct. 26.

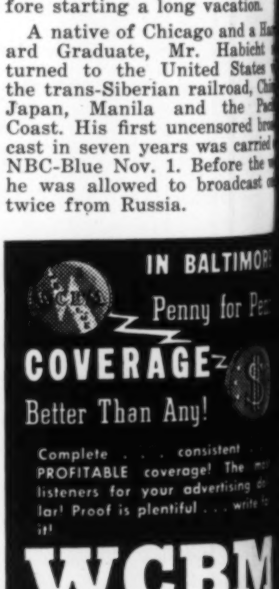
WILLARD BOTTS, a selectee Fort Lee, Va., has returned to his gineering post at WIP, Philadelphi

BACK THE HARD WAY

Habicht Returns to U. S. Vi Siberian Route

HERMAN HABICHT, NBC M cow representative in Moscow si 1934, and claimed by NBC as only radio correspondent in Soviet capital until the war, turned to New York last week. duties in Moscow were taken by Robert Magidoff, of New Yo who has been broadcasting for N from Kubyshev, wartime Russ capital. Mr. Habicht will m several lectures in this country fore starting a long vacation.

A native of Chicago and a Ha ard Graduate, Mr. Habicht turned to the United States the trans-Siberian railroad, Chi Japan, Manila and the Pac Coast. His first uncensored bro cast in seven years was carried NBC-Blue Nov. 1. Before the he was allowed to broadcast twice from Russia.



Complete . . . consistent . . PROFITABLE coverage! The mo listeners for your advertising do lar! Proof is plentiful . . . write it!

WCBM
BALTIMORE, MD.
MEMBER NBC BLUE NETW

NAB Meetings

(Continued from page 18)

he attendance list at the nsboro meeting included:

dward A. Allen, WLVA; Campbell roux, John W. New, WTAR; Wilton e, Easy Jones, WBBB; Gordon Gray, rris L. O'Neill, Harold Essex, WSJS; nk V. Becker, WTBO; James L. Howe, TM; C. T. Lucy, WRVA; Graham Poy-, Jack Field, Joseph Ahern, Richard H. son, WPTF; John H. Norton Jr., NBC; E. Joscelyn, Royal E. Penny, WBT; lter Brown, J. W. Kirkpatrick, WSPA; lliam E. Rine, George W. Smith, WVA; B. Walter Huffington, WPID; P. Jordan, Jack Weldon, WDBJ; Fred tcher, WRAL; O. J. Kelchner, WMMN; Waters Milbourne, WCAO; Major re, Jack Denman, Henry Sullivan, nly Holland, WBIG.

. D. Willard Jr., WJSV; Walter A. ry Jr., WMBG; Frank E. Koehler, es H. Moore, WSLS; Jack Tracey, C; R. S. Morris, W. C. Irwin, WSOC; S. Elias, WWNC; John M. Rivers, SC; John W. Schultz, WSTP; John derson, Flem J. Evans, Roland D. Mar-l, WPAR; Henry V. Diefenbach, John Kennedy, WCHS; Mike Layman, AZ; Howard L. Chernoff, West Virginia work; George C. Blackwell, WBLK; T. Hix, WHKY; Frank Jarman, NC.

. H. Berkeley, WRC-WMAL; Charles ham Sr., WCHV; E. S. Whitlock, NW; G. Richard Shafto, J. Dudley nenig, WIS; Jerry Winters, WGBR; ver C. Crilley, WJSJ; H. Roy Whit-, WMVA; Allen Wannamaker, WGTM; rge Walker, WAIR; Harry Wright, TH; T. D. Youngblood, WFIG; George der, WCBM; Bert Hanauer, WFBR; L. Laure Jr., WRNL.

. C. Mills, ASCAP; Neville Miller, nk E. Pellegrin, NAB; Leonard D. lahan, SESAC; Carl Haverlin, BMI; ph Wentworth, Lang-Worth; Bill Bailey, o Branch, War Dept.; Alex Sherwood, dard Radio; Dan Rodgers, Raymond tor Co.; S. Niles Gates, MacGregor ertising Co.

The attendance list at the At-ta meeting included:

ank King, WMBR; Jim Woodruff Jr., BL; J. M. Comer, Mr. Watson, WATL; d Holt, WAPI; Steve Willis, WJNO; mie Davenport, WRBL; Vernon Story, MA; K. G. Marshall, WBRC; Henry nston, WSGN; G. W. Covington, John hes, WCOV; Elise Sharon, WJHP; F. Borton, WQAM.

Lewis Link, Jerry Wigley, WSUN; lter Tison, WFLA; Ralph Wentworth, g-Worth; John Norton, John Treacy, C; John Mayo, AMP; Leonard Callahan, AC; Carl Haverlin, BMI; Dan Rodgers, tor Adv.; A. Spies, WGPC; Maurice man, Don Ioset, George Storer, WAGA; n Fulton, Elizabeth McCarthy, Frank ther, Paula Wilhite, WGST.

John Outler, Marcus Bartlett, Lorin yers, WSB; J. B. Fuqua, WGAC; W. R. gason, WRDW; Charles Smithgall, GA; Ed Mullinax, WLAG; Bob Feagin, rles Pitman, WBML; E. K. Cargill, Red n, WMAZ; Harbin Daniel, WSAV; Ben lliams, WTOC; Harold Marler, WRLC; n Tobola, Jack Williams, WAYX; L. Duncan, WDKA.

The attendance list at the Dis-ict 1 meeting in Worcester Oct. included:

Maine—Albert W. Smith, WCSH.

New Hampshire — Earle Clement, MH; David H. Carpenter, Gordon Kin-, Bert Georges, WHEB; Leslie F. Smith, n J. Burke, WMUR; L. Runnels, A; Herman Steinbruch, WKNE.

ode Island—W. Paul Oury, Theodore Allen, WCFI; John J. Boyle, WJAR; T. Bush, H. William Koster, O; Malcolm Parker, WEAN.

necticut—C. Glover Delaney, WTHT; J. Frey, WBRY; F. M. Doolittle, Walter e, William Malo, WDRC; R. W. WNBC; Slocum Chapin, WSRR; W. Morency, Irwin Cowper, T. C. , WTIC; S. B. Gammell, WTHT; Thomas, WATR; N. E. Whittaker,

chusetts — Mildred P. Stanton, C; C. W. Young, WBZ-WBZA; George , WORL; Haskell Bloomberg, Robert , WLLH; E. E. Hill, G. H. , Dorothy B. Robinson, WTAG; N. Armstrong Jr., WCOP; James L. n, Horace W. Nichols, WHAI; Wil-T. Welch, Leonard C. Cox, WSAR; F. Horton, L. G. del Castillo, M; Harriett M. Alleman, WOCB; M. B. nland, WBRK; Milton H. Meyers, EIM; Quincy A. Brackett, M. W. Stough-, WSPR; Irving E. Rogers, David G. n, David M. Kimel, WLAW; Albert W. rlin, Robert Feldman, WMAS; Charles DeRose, P. J. Montague, WHYN; Hugh R. Norman, WNBH; Warren Greenwood, WHAI; R. L. Harlow, WNAC; Linus Travers, WAAB; Frank R. Bowes, J. F. McNamara, WBZ.

Neville Miller, Frank Pellegrin, NAB; Jack Treacy, Burton Adams, Sheldon Hickox, NBC; Carl Haverlin, M. B. Tompkins, BMI; Jack Harris, J. N. Bailey, War Department; Niles Gates, C. P. MacGregor Co.; Ralph Wentworth, Lang-Worth Features; Leonard D. Callahan, SESAC; Robert H. Reid, INS; Alex Sherwood, Standard Radio.

The attendance list at the Oct. 29 District 2 meeting in Syracuse, N. Y., included:

Clarence Wheeler, Gunnar O. Wiig, WHEC; I. R. Lounsberry, Karl B. Hoffman, WKBW; Thomas L. Brown, WHDL; K. McAllister, Alexander MacDonald, Kolin Hager, A. O. Coggeshall, WGY; Fred R. Ripley, WSYR; Thomas E. Martin, J. Clos Jr., WWNY; George F. Bissell, WMFF; George Torge, Edgar Twamley, WBEN; S. Gregory, WJZ; Frederick L. Keese, WMBO; L. F. Wylie, S. Woodworth, R. G. Soule, O. Soule, WFBL; Willitm I. Moore, WBNX; Elliott Stewart, M. Carlo, WIBX; William A. Fay, Arthur W. Kelley, WHAM; Simon Goldman, WJTN; Dale L. Taylor, Hal Wagner, J. Cleary, WENY; William A. Riple, WTRY; G. Frey, J. Treacy, B. Adams, NBC.

Carl Haverlin, BMI; Bill Bailey, Jack Harris, War Dept.; Leonard Callahan, SESAC; Alex Sherwood, Standard Radio; Neville Miller, Frank Pellegrin, NAB; Ralph Wentworth, Lang-Worth; J. Mayo, Associated Music Publishers; Niles Gates, Transcription Library.

FM EQUIPMENT for W45CM, high frequency adjunct of WBNS, Columbus, is admired by Lester Nafzger, chief engineer of the station (standing), as Frank Gunther, vice-president and chief engineer of Radio Engineering Laboratories Inc., manufacturer of the 10-kw. transmitter, makes final adjustments. Transmitter, on order Sept. 1, was delivered Sept. 27 by REL and installed for W45CM's commercial debut Oct. 24.

WOR Sales Bonuses

FIVE account executives of WOR, New York, on Nov. 3 received bonuses for surpassing their individual sales quotas for the third quarter of 1941—George A. Schmidt, Otis Williams, W. Thomas Hamilton and Robert I. Garver, of the New York office, and Robert Wood, of the Chicago office.

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

HYDE PARK LIBRARY
Is Scene of Royalty Pickup Handled by WKIP

WKIP, Poughkeepsie, N. Y., last Tuesday recorded, in the President's study at the new Franklin D. Roosevelt Library on the Hyde Park estate, a quarter-hour broadcast by Princess Juliana of the Netherlands and her two children. The royal family were week-ending with the President and Mrs. Roosevelt, and the special program had been requested by the Netherlands Information Bureau for rebroadcast via shortwave on WRUL, Boston.

Bruff W. Olin, WKIP manager, and John Burke, chief engineer, handled the program. The Chief Executive, his wife and guests arrived at the library about noon, a transcription was made of their native-language comments, and then was rushed to New York, where the transcription was tied in by wire to the WRUL studios for broadcast at 3 p.m.

Child Panel

PANEL DISCUSSION on "Radio and Our Children" between representatives of the radio industry and the education field will be held Nov. 13 by the Child Study Assn., at its New York headquarters, prior to the institution's annual meeting the following day at the Hotel Commodore, New York. The panel will cover the problems of the writer, director, producer, broadcasting systems, advertising agencies, sponsors, parents and children, and how these problems can be met and reconciled.

Change in Serial Cast

SELENA ROYLE, who until recently played the lead in Colgate-Palmolive-Peet's *Woman of Courage*, Monday-through-Friday strip on CBS, starting Nov. 10 will play the lead in *Kate Hopkins*, five-time weekly serial sponsored by General Foods for Maxwell House Coffee. Moss Royle succeeds Margaret McDonald who has the *Kate Hopkins* lead for the last two years. Other members of the cost, including Constance Collier, Clayton Kollier and Raymond Edward Johnson, remain unchanged. Ted Bates Inc., New York is the agency for the Colgate account while Benton & Bowles, that city, handles Maxwell House.

Where But
WSYR
SYRACUSE
can you get
COMPLETE program
building facilities?

ATLANTA
A Fort Industry Market

Atlanta's Talking about

WAGA

The Fastest Growing Radio Station in the South

•

WAGA

Soon goes to a new frequency

590

and boosts its power to

5000 watts
FULL TIME

•

NBC BLUE - Represented By John Blair

A FORT INDUSTRY STATION

The Blue Ribbon Station

WAGA

ATLANTA, GA.

Food Marketers

(*Continued from page 10*)

Extension Service chief and aide to Mr. McNutt on nutrition, when he said there is nothing in the picture now to indicate that it will be necessary to ration food or to do many of the things which were done by the U. S. Food Administration in World War I.

Probably because this was a convention of the leading radio advertisers in the nation, a number of promotional radio shows were originated from New York in honor of the convention, including the following:

Up From What—Participants, Austin Ingleheart, General Foods, Wilmot Rogers, California Packing Corp. (Del Monte), and Walter R. Barry, General Mills, MBS; Transatlantic radio conversation between Lord Woolton, British minister of supplies, Paul S. Willis, AGMA head, and FSA Administrator McNutt, CBS; *John Daly's News Summaries*, CBS; *The Food Industry & National Defense*, Paul Willis; Harry W. Flannery, CBS correspondent back for Berlin.

GORDON EATON, formerly of WGST, Atlanta, has joined the announcing staff of WBT, Charlotte. He succeeds Russ Hodges, now with WOL, Washington, who is hospitalized with injuries received in an auto accident.

BANANAS!

FOR A SHIPYARD?

YES, CARLOADS OF THEM!

We use them to grease the ways when we launch one of the ships we're building for the Defense program.

New ships, new contracts and NEW PAYROLLS every day in this . . . TEXAS' BOOMING GULF COAST INDUSTRIAL AREA. Put your schedules where they'll do a real job.

KFDM

FULL TIME

560KC

1000 WATTS

NBC BLUE

BEAUMONT

Represented by
HOWARD H. WILSON COMPANY

PETER PAUL NEWS PLAN HITS SNAGS

A NUMBER of NBC-Red affiliates were reported last week as strenuously objecting to a plan which would place a 15-minute news commentary on 50 stations 5:45-6 p.m., Monday through Friday, immediately preceding the *Esso Reporter* on many stations. Under the proposal Peter Paul Inc., Naugatuck, Conn. (chewing gum, candy) would sponsor Robert St. John, former Associated Press war correspondent, now heard daily on WEAF, New York, in that period.

Roy Witmer, vice-president in charge of NBC-Red sales, had no comment on the contemplated program. Protests arose because of the conflict with Esso sponsored news, a fixture on many stations, and programs sponsored by local or regional concerns.

Platt-Forbes, New York agency handling the Peter Paul account, said the company planned to take a network period but that negotiations "were still going on".

NEUTRALITY FORUM

Iowa Congress Participate In WHO Program

EACH Iowa Congressman was given a three-minute segment of a one-hour pickup from Washington fed direct to WHO, Des Moines, in a neutrality repeal symposium, on Nov. 9, using special lines. After their talks a roundtable was conducted by Baukhage, NBC commentator. Ralph Evans, publicity director for Palmer interests operating WHO, made the arrangements for Col. C. J. Palmer, Central Broadcasting Co. president, and J. O. Maland, WHO manager.

Participants included Representatives Thomas E. Martin, John W. Wynne, Henry O. Talle, K. M. Lecompte, Paul Cunningham, Ben F. Jensen, Vincent F. Harrington.

Ernest Gold Joins WEVD

ERNEST GOLD, composer of "Practice Makes Perfect," and the first of the unknown songwriters to gain recognition in the music world through BMI, has been named musical director of the *Story Shop*, program on WEVD, New York, for which Mr. Gold has been composing and playing the music for the past four weeks.

WCAR

We've Got

POWER 1000 Streamlined Watts

PROGRAMS Built by a Big Time Production Staff

COVERAGE That Hits Into Widespread Industrial & Rural Markets

LISTENERS With Money to Spend . . . Who Prefer WCAR

all at LOW COST!

GET THE FACTS FROM WCAR

PONTIAC • MICH.

THE FOREMAN CO. NATIONAL REPS.

CHICAGO • NEW YORK

Staff Forum

WAAT, Jersey City, on Nov. 6 started a weekly *Announcer's Forum*, half-hour discussion period for announcers and other staff members. The sessions feature a 10-minute talk by a guest speaker and a 20-minute roundtable discussion of announcing, programming and other problems. First guest was Norman Kersta, of the NBC television department, and Walter Rundle, United Press promotion manager, is scheduled for the next appearance.

Adams-NBC Dicker

ALTHOUGH it was reported last week that John T. Adams, concert and radio talent manager, formerly with Adams & Adams, New York, is planning to purchase the NBC Artists Service, as BROADCASTING went to press no contract had been signed nor would NBC make any official statement on the matter. Mr. Adams is said to be heading a syndicate interested in buying NBC's talent list of radio and concert artists, excluding the network's package programs. Reported price was $100,000.

Center of Population

THE CENTER of population of the United States in 1940 was located 2 miles southeast by east of Carlisle, in Haddon County, Indiana, about 36 miles south of Terre Haute. In the 1930-40 decade the center moved westward 13 miles and southward 7.9 miles. Since 1790 the center has moved westward 602 miles from a point 23 miles east of Baltimore.

Bosco on WABC

BOSCO Co., New York (milk amplifier), starting Nov. 11 will sponsor the Tuesday and Thursday broadcasts of *The World Today* report of CBS correspondents from world capitals on WABC, New York, 6.45-7 p.m. Program is now sponsored across the board, Monday through Saturday with Chesebrough Mfg. Co. sponsoring the Monday, Wednesday and Friday periods and Ludens having the Saturday spot. Kenyon & Eckhardt, New York, handles the account.

ESTHER RALSTON, motion picture star, has succeeded Selena Royle in the leading role of Martha Jackson on *Woman of Courage*, Monday-through-Friday daytime serial sponsored by Colgate-Palmolive-Peet Co.

WINS

Ann Tenna says:

I've lovely, rising sales-curves...no waste line-and cover the New York area like a road map. That's what WINS sales at low cost in this bailiwick.

(When you're "on the spot" with me You're sitting pretty as can be!)

Committee Studie Hemisphere Need

Key Defense Agencies Lo Over Policies, Facilities

ESTABLISHED by Presiden Roosevelt to study communicati facilities in the Western He sphere, a special Interdepartment Committee on Inter-American Co munications held its first meeti last Tuesday. The new body, hea ed by Nelson Rockefeller, Coord nator of Inter-American Affair includes representatives of key d fense agencies.

In a letter to Mr. Rockefelle President Roosevelt asked him assume responsibility for the i formal committee; to study the e tent of existing communications f cilities in the American republi to determine the adequacy of pre ent facilities and need for furthe development, and to establish pol cies governing the relationship the Government in a program de signed to establish a more efficie communications system betwe the American republics.

Members of Group

The committee membership i cludes DCB-FCC Chairman Jam Lawrence Fly, and Rear Admir S. C. Hooper, in charge of rad liaison for the Chief of Naval Ope ations, for DCB; John Tomlinso Economic Defense Board; Thom C. Burke, chief of the Division International Communicatio State Department; Col. William Donovan, Coordinator of Inform tion, with Murry Brophy as alte nate; James H. Edwards, chief the Division of International Ec omy, Commerce Department; W Clayton, deputy administrator, Fe eral Loan Agency. FCC Chief E gineer E. K. Jett has been nam liaison official for DCB and FC

Operation methods were a maj consideration at the Nov. 4 orga zational meeting. A secretariat f the group, to be established wit the Rockefeller organization, w be headed by Ford Studebaker, fo merly of American Export A lines. No specific study progra were formulated at the meeting, though the range of such progra will be discussed at a coming me ing.

KCMO Names Pearson

JOHN PEARSON has been nam exclusive national representa of KCMO, Kansas City, effec immediately, as announced by J Stewart, manager. Station, wh operates on 5,000 watts dayti and 1,000 watts night time on 1 kc., will join NBC-Blue on Dec. Simultaneously, Mr. Pearson appointed national representa of WEW, St. Louis, and KW Poplar Bluff, Mo. Mr. Pearson represents seven Missouri statio

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MEREDITH WILLSON, Hollyw musical director of the weekly N *Coffee Time*, sponsored by Gen Foods Corp. (Maxwell House co has written a new song titled Song of the Little Red Book".

NEW WAY TO AID DEFENSE

WHBC Sells Plenty of Bonds and Stamps and Frees Spot Time for Other Purposes

OMETHING NEW in the way programs to sell defense bonds d stamps has been developed by elix Hinkle, general manager of HBC, Canton, O., with the sta- on's new *A Stamp a Day* pro- ram. The feature, sponsored by cal business firms and manufac- rers six days weekly, is produc- g big results in sales of bonds d stamps and also has freed a bstantial amount of spot time hich can be used for other pur- ses. An outline of the "*Hinkle* lan" has been sent to NAB mem- rs by Arthur Stringer, NAB ordinator of national defense.

Before the start of the new pro- ram, WHBC built a three-sided les booth at one corner of the anton public square, decorated it red, white and blue and wired for heat and light. Three sales- dies also were hired to preside the booth, selling defense stamps ery day except Sunday, from 9 m. to 9 p.m. The building cost e station about $600, with this pense amortized over a six-week riod in figuring rates for spon- rship.

Free for Interviewee

Each noon from 12:15-12:30 mmy Dooley conducts a man-on- e-street program outside the oth, interviewing passersby. Each erviewee receives a 25-cent de- nse stamp, and if he correctly swers a question posed by An- uncer Dooley or executes a sat- factory stunt, he receives four amps instead of one. About $6 rth of stamps are given away each broadcast, according to Mr. inkle.

On each of the six days the ogram is heard it is sponsored a different local industry. The onsor is identified each day by acing his name on signs on the ree-color booth. His name remains the booth for 24 hours, and e signs are changed each morn- g. Contracts were signed on a x-week basis, with each company onsoring one program a week. he sponsors include Timken oller Bearing Co., Hoover Mfg. o., Diebold Safe & Lock Co., Ohio ower Co., Luntz Iron & Steel Co., d the *Canton Repository*.

Glad to Do It

Commenting on the sponsorship gle, Mr. Hinkle said:

"These are all large manufac- ring concerns which ordinarily not advertise locally. I might d that these commitments from se sponsors were obtained over e telephone by myself. There s no selling required whatsoever d they seemed to be very happy do it. The original commitment all of them was for six weeks. st what happens after that remains to be seen, but I suspect that it will be continued by them, as the sale of defense stamps is being stimulated very rapidly. They have now reached over $300 a day.

"I might add that the Timken Co. is making plans to greatly stimulate the interest in the purchase of defense stamps on the remaining days of their sponsorship. They are spending more for this additional promotion than their original commitment to us.

"The complete costs were figured in, including the amortization of the building over a six-week period, as well as the cost of the personnel required to sell the defense stamps. We have arrangement made, of course, with the local post office to keep savings stamps supplied to us, as well as arrangement for police protection. We have dubbed this program *A Stamp a Day*, and we open it with the slogan, 'A stamp a day keeps war away'."

Venard to Petry

LLOYD G. VENARD, formerly sales manager of WCKY, Cincinnati, is returning to the sales staff of the New York office of Edward Petry & Co., representatives, after an absence of about 18 months. John E. Harrington, who has been associated with McCann-Erickson for the last 14 years, has joined the sales promotion staff of the Petry organization.

Heads 'Time' Radio

ROBERT FITZGERALD, of the Books-Arts section of *Time* magazine prior to his recent year's leave of absence, has been placed in charge of the publication's radio section, replacing John McCarten, transferred to the national defense and theatre divisions. Assisting Mr. Fitzgerald is Leora Aultman, succeeding Sonia Bigman, who has been shifted to the *March of Time* program on NBC.

Gen. Van Deusen Named

BRIG. GEN. George L. Van Deusen has been named commandant of the Army Signal Corps School, Fort Monmouth, N. J., the War Department announced last Thursday. He succeeds Maj. Gen. Dawson Olmstead, recently appointed Chief Signal Officer of the Army. Gen. Van Deusen since last January has been in command of the Signal Corps Replacement Training Center at Fort Monmouth.

JAMES E. SAUTER, of Air Features, New York, has been appointed regional defense officer to handle press relations, radio and newsreel activities of the second defense region, New York.

Notice of Hearing Held Unnecessary

FCC Contends That Only the Applicant Must Be Told

COMING UP with the startling statement that notice and hearing opportunity need be afforded no one but an actual applicant, the FCC last Monday filed its answering brief with the U. S. Court of Appeals for the District of Columbia in the appeal sought by NBC from the FCC's grant to WHDH, Boston, of 5 kw. fulltime on 850 kc., clear channel assigned to KOA, Denver.

Briefs also were filed with the court on behalf of WHDH by its counsel, Andrew G. Haley, and for WEEU, Reading, by George O. Sutton. WEEU operates as a Class II station on 850 kc. with 1,000 watts power. Both opposed the NBC appeal, holding that NBC, on behalf of KOA, has no standing to maintain its appeal and that the FCC acted properly in making the WHDH grant.

Something New

Amazing legal practitioners, the novel interpretation of the FCC's legal department on the question of right to hearing appeared in the Commission's brief, which stated at one point:

> Section 309 (a) [of the Communications Act] not only does not prohibit the Commission from granting applications without a hearing, but actually makes it mandatory for it to do so if it can determine from the application that public interest, convenience, or necessity would be served by a grant thereof. Thereby Congress sought to promote the full utilization of radio facilities in the public interest by having them assigned as promptly as possible, while at the same time affording to applicants the maximum protection against unwarranted denials of licenses to operate radio equipment.
>
> It should also be pointed out that section 309 (a) requires that the Commission "shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe". No such right of notice and hearing is conferred upon any person other than the applicant, and no duty rests upon the Commission to grant any person other than the applicant an opportunity to be heard.

It has been indicated that the KOA-WHDH case may come up for argument before the court in December, although it is thought argument probably will not be heard until after the first of the year.

True Just Misses

HAROLD TRUE, commentator of WXYZ, Detroit, narrowly missed obtaining a place on the Detroit Common Council in the elections Nov. 4. True placed eleventh in a field of 18 contesting for the nine council places. The last successful candidate of the nine polled 107,309 votes, according to complete unofficial canvasses. True obtained 95,554 votes, considerably bettering his position in the primaries, when he barely qualified at the tail-end of the 18 successful primary aspirants. A major share of True's campaigning was done by radio.

Radio Club Finds Jobs

RADIO EXECUTIVES' CLUB at its regular Wednesday luncheon-meeting in New York, was informed by its newly-formed employment committee that after one week, seven openings were found in agencies and stations. Visiting radio men included Bill Malo, WDRC; James Fishbach, WOL; Frank Webb, WOWO, and Bob Harrington, WSVA. It was announced that next week's gathering would be entertained by the cast of the MBS sustainer, *Can You Top This?*

KDAL
CBS • CP 1000 Watts • 610 KC
DULUTH
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

TO THIS STATION
½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.
WTAQ
The only CBS outlet for Northeastern Wisconsin
GREEN BAY, WISCONSIN

YOU DEPEND ON THE AIRLINES
for speed

and the airlines depend on Postal Telegraph

● Speed plus dependable service! That's why—"It Pays To Fly!" And for these same reasons, all major airlines—like many of America's greatest business firms—have found—it pays to use Postal Telegraph.
You too can enjoy this same speedy, dependable telegraph service—at low cost—at any Postal Telegraph office. Or—
Phone*
Postal Telegraph
*Charges appear on your phone bill

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 1 TO NOVEMBER 7 INCLUSIVE

Decisions . . .

NOVEMBER 4

NEW, Board of Education of the Memphis City Schools, Memphis, Tenn.—Granted CP new non-commercial educational station FM emission 42.1 mc. 250 w unl.

NEW, King-Trendle Broadcasting Corp., Detroit—Granted CP new commercial FM station 47.3 mc 6,800 sq. mi.

NEW, Coastal Broadcasting Co., New Bern, N. C.—Granted CP new station 1450 kc 250 w.

KWBW, Hutchinson, Kan.—Granted CP increase 250 w equipment changes.

KLBM, LaGrande, Ore.—Granted voluntary assignment to Ben E. Stone for $10,000.

WCAZ, Carthage. Ill.—Granted CP equipment changes increase 250 w unl.

KMYC, Marysville, Cal.—Granted modification license increase 250 w unl.

WFIG, Sumter, S. C.—Granted modification license increase 250 w unl.

KFDA, Amarillo, Tex.—Granted petition reconsider and grant without hearing renewal license.

DESIGNATED FOR HEARING—**NEW, Bob Jones College Inc., Cleveland, Tenn.,** CP new station 550 kc 1 kw D (consolidated hearing with applic. Constitution Broadcasting Co., Atlanta, Ga.); **NEW, Herman Radner, Dearborn, Mich.,** CP new station 680 kc 1 kw D; **KPMC, Bakersfield, Cal.,** CP shift 1560 kc increase 10 kw D & N new transmitter antenna; **NEW, Edward E. Reeder, Seattle,** CP new station 1560 kc 250 w unl. (consolidated hearing with KPMC applic.).

WNBI, New York—Granted modification license 6100, 9670, 11890, 15150, 17780 and 21630 kc; 50-100 kw operation on 9670 kc, 50 kw operation on the others.

WRCA, New York—Same.

KGLU, Safford, Ariz.—Granted license renewal.

NOVEMBER 6

MISCELLANEOUS — **WCAM, Camden, N. J.,** withdrew motion continue consolidated hearing to 11-26-41; **WIBG, Glenside, Pa.,** granted petition dismiss application 990 kc 1 kw ltd. to Knoxville; **WTEL, Philadelphia,** granted continuance hearing to 1-9-42; **KFNF, Shenandoah, Ia.,** granted postponement hearing 12-14-41; **KGLU, Safford, Ariz.,** dismissed petition hearing continuance; **NEW, Hugh McClung, Fresno, Cal.,** granted petition remove from hearing docket amend power to 1 kw change location to Sacramento; **NEW, Ralph L. Lewis, Greensboro, N. C.,** granted petition dismiss application without prejudice.

NOVEMBER 7

MISCELLANEOUS—**NEW, High Point Broadcasting Co., High Point, N. C.,** placed in pending file under Order 79, cancelling Nov. 12 hearing.

Applications . . .

NOVEMBER 3

NEW, The Torrington Broadcasting Co., Torrington, Conn.—Amend CP new station 1340 kc 250 w unl. (facilities of WBRK if and when vacated).

WERC, Erie, Pa.—Modification license 250 w N & D.

WMVA, Martinsville, Va.—CP new antenna increase 250 w D & N.

NEW, Meadville Tribune Broadcasting Co., Meadville, Pa.—CP new station 1340 kc 250 w specified hours with WSAJ.

NEW, Jacksonville Broadcasting Corp., Jacksonville, Fla.—CP new station 1270 kc 5 kw unl. directional N.

WTMV, East St. Louis, Ill.—Transfer control from William H. West to Carlin S. French, 314 shares stock (62.8%).

NEW, Contra Costa Broadcasting Co., Richmond, Cal.—Amend applic. CP new station re stock ownership.

NOVEMBER 5

NEW, John D. Ewing, New Orleans—CP new station 1060 kc 50 kw unl. directional N.

NEW, Florida National Broadcasting Corp.. Miami—CP new station 1170 kc 5 kw unl. directional D & N.

KOAM, Pittsburg, Kan.—Amend applic. CP change 860 kc 5 kw D & N new transmitter directional changes.

KYOS, Merced, Cal.—Amend applic. CP 1490 kc 250 w.

16 Years for 'Opry'

CLAIMING a new record, WSM, Nashville, on Nov. 15 will start its 16-year-old *Grand Ole Opry* series for four full hours, completely sponsored. The show, divided into half and quarter-hour portions for sponsorship, is now completely bought up. The broadcast includes a half-hour segment fed to NBC-Red for Prince Albert Tobacco.

NOVEMBER 7

WAAT, Jersey City, N. J.—CP increase 5 kw D & N new transmitter directional changes.

WWRL, Woodside, L. I., N. Y.—Modification license unl. time contingent on WCNW shift

NEW, Metropolitan Television Inc., New York—CP commercial television station (formerly W2XMT) channel No. 8, A5 emission, unl., 500 w aural, 1 kw visual.

WKRC, Cincinnati—CP change 640 kc 50 kw unl new transmitter antenna.

WDBO, Orlando, Fla.—CP equipment changes increase 5 kw N 10 kw D.

KHQ, Spokane, Wash.—CP new transmitter increase 5 kw N 10 kw D.

KSEL, Pocatello, Ida.—CP increase 500 w N 5 kw D equipment changes.

Tentative Calendar . . .

KWK, St. Louis, CP 680 kc 50 kw unl. direction D N (Nov. 10).

NEW, Hennessey Broadcasting Co., Butte, CP 1490 kc 250 w unl.; **NEW, Barclay Craighead, Butte,** same (consolidated hearing, Nov. 12).

NEW, High Point Broadcasting Co., High Point, N. C., CP 1370 kc 100 w unl.; **NEW, Ralph L. Lewis, Greensboro, N. C.,** same(consolidated hearing, Nov. 13). First application subsequently placed in pending file 11-7-41.

KFNF, Shenandoah, Ia., license renewal (Nov. 14).

Asks For Sacramento

HUGH McCLUNG, operator of KVCV, Redding, KHSL, Chico, and KYOS, Merced, Cal., who originally had applied for a new station in Fresno, Cal., was authorized by the FCC last Tuesday to amend his application to shift the location of his proposed station to Sacramento and to request 1,000-watt operation. Action was motivated by the granting of a new local Oct. 14 in Fresno to J. E. Rodman, local auto dealer, which gave the city three stations. Mr. McClung had been managing editor of the *Merced Sun-Star* for almost sixteen years, but sold all his newspaper interests last March so he could devote his full time to radio.

Van Dyck Heads IRE

NEWLY-ELECTED president of the Institute of Radio Engineers is A. F. Van Dyck, manager of RCA License Laboratories, New York, as announced last week by the IRE board of directors following a ballot among members. W. A. Rush, controller of radio for the Government of Canada, Department of Transport, was named vice-president of the group. New directors, of which three were to be selected, are: A. B. Chamberlain, CBS chief engineer, W. L. Everitt, professor of Electrical Engineering at Ohio State, and B. J. Thompson, assistant director of the research and development laboratories of RCA Mfg. Co.'s Radiotron division.

RADIO CENTER, New Haven, has contracted for 52 one-minute announcements on W65H, New Haven FM outlet, from Nov. 1 through Dec. 27, promoting FM receiver sales, it has been announced by William F. Malo, W65H commercial manager.

THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING "LAPP" FOR ANTENNA STRUCTURE INSULATORS

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3" cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower now operating on Little Pea Island, New York.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts

All time EST unless otherwise indicated

New Business

SMITH BROS., Poughkeepsie, N. Y. (cough drops) recently, started f 26 weeks Knox Manning newscasts o 8 CBS western stations, Mon., Wed Sat., 8:55-9 p.m. and *William Winter* news commentary, Sun., 8:25-8:3 p.m. (PST). Agency: J. D. Tarche Co., N. Y.

EAGLE OIL & REFINING Co. Sante Fe Springs, Cal. (Golden Eagle gasoline), on Nov. 9 started fo 13 weeks *The World Today* on 3 CBS Pacific Coast stations (KNX KARM KSFO), Sunday, 11:30-12 noo (PST). Agency: General Adv Agency, Los Angeles.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast), on Jan 6 starts *What's My Name?* on 9 MBS stations, Tues. 8-8:30 p.m. Agency: Kenyon & Eckhardt, New York.

Network Changes

COLGATE - PALMOLIVE - PEET Jersey City (Colgate tooth powder) on Nov. 3 added six CBS-Florida sta tions (WMBR WJNO WDBO WQAM WFOY WDAE) to *Stepmother*, mak ing a total of 54 CBS stations, Mon thru Fri. 10:30-10:45 a.m. with rebroadcast 4-4:15 p.m. Agency Sherman & Marquette, Chicago.

BEKINS VAN & STORAGE Co. Los Angeles, on Oct. 31 expanded Bi *Henry, New Analyst* on 4 CBS Pacific Coast stations (KNX KSFO KARM KROY) from Mon., Wed., 5:30-5: p.m. (PST), to Mon., Wed., Fri 5:30-5:45 p.m. (PST). Agency Brooks Adv. Agency, Los Angeles.

BAYUK CIGARS, Philadelphia (Bayuk "Phillies"), on Nov. 7 adde a Friday broadcast to *Sizing Up th News*, on 75 MBS stations, Mon. an Wed., 8-8:15 p.m. Agency: Ivey Ellington, Philadelphia.

TAYTON Co., Los Angeles (cos metics), on Nov. 27 drops *Jimm Fidler's Hollywood News* on 15 MB stations, Thurs. 10:30-10:45 p.m Agency: BBDO, Los Angeles.

MISPRONOUNCED WORD

Favorite Mistakes Are Listed In Phoney Plug

A COMMERCIAL announceme to demonstrate a group of wor most commonly mispronounced b announcers, was composed by Do Arthur, program director of WIBG Glenside, Pa., when called upon give an address before a Philade phia group. The commercial rea

"Try Whozis Cough Syrup, ma from a *genuine* old New Engla formula, and today recognized one of the nation's leading cou *preventives.* Whozis Cough Sy enjoys a *tremendous* popular and *authoritative* sources c that in their *expert* opinions it no equal. The housewife about her daily tasks, the *dic* leading his army, the hors even though warmly dressed sweater and riding *breeches,* have need of Whozis. To get much needed *respite* and relief ing an annoying cough ailment, this superior *preventive.* Ad your *inquiries* in response to *advertisement* to Whozis, Win *Creek* Road, Split Lip, Ohio. will *finance* dealers. Listen *Monday* for a similar program.

Monopoly Rules

(Continued from page 9)

ght be February before the statuy three-judge court could hear guments. Because of the crowded cket of the court and the deination to handle the matter iftly, it was thought that taking testimony probably would be t short and that if normal proses are pursued an opinion might forthcoming by Spring. This all esupposes that the case will not t to the Supreme Court, one y or the other, on the temporary junction issue.

Mr. Brodsky's appointment as vernment counsel came after thias F. Correa, U. S. Attorney New York, has disqualified him-f, because he served as chief istant to NBC Counsel Cahill en the latter was U. S. Attor-y. He had requested that the torney General designate some-e else to defend the Government.

MBS Appearance

MBS, on Nov. 5, filed with the rt an appearance as a party fendant, "reserving the right to allenge the jurisdiction" of the rt. It was unnecessary for MBS intervene as such, it was pointed t since it was a party in the ceedings below and could join ne as a matter of right. The per was filed by Emmanuel Dant, WOR-MBS attorney. Participating in the proceedings for MBS, wever, in addition to the Dant firm, will be Louis G. Caldl, MBS chief counsel, and members of his staff, including Hamnd E. Chaffetz, Percy L. Rusl and Donald Beelar. Also participating will be the Caldwell asciated firm in New York of wnley, Updike & Carter.

Mr. Weber, in his Nov. 1 memondum letter to affiliates, stated at notwithstanding the activities other elements in the broadcastg industry, it is the intention of tual "to scrupulously comply th the spirit and letter of the gulations". The network therere is "revising our outstanding filiate contracts so that such conacts will in all respects comply th these regulations".

LSA MAXWELL, the famed partyver, has been signed exclusively Telecast Productions, Inc., New rk, for sponsored television prorams.

MBIA
TWORK
WKBN
YOUNGSTOWN, O.
570 KC.
1000 WATTS DAY 500 WATTS NIGHT
COMING SOON
5000 WATTS
Now
FULL
TIME
COVERING THE RICH INDUSTRIAL YOUNGSTOWN AND SUBURBAN MARKET
National Representative
PAUL H RAYMER COMPANY

FOLLOWING a special dedication ceremony, Fred Weber, MBS general manager, and Diana Forbes-Robertson, niece of the late Maxine Elliott and wife of Writer Vincent Sheean, admire the plague which will hang in the lobby of Mutual's new theatre on W. 39th St., New York. The plague reads: "This theatre was originally named for Maxine Elliott, a great actress and a beautiful woman. On Nov. 3, 1941, it was converted into The Mutual Theatre, for the presentation of quality network broadcasts."

LIBEL INSURANCE POLICY DEVELOPED

AFTER protracted negotiations with insurance firms, the NAB insurance committee announced last Friday that it had evolved a recommended form of libel, slander and copyright infringement insurance policy which would be available to broadcasters from Employers' Liability Assurance Corp. Ltd. In announcing the successful negotiations with this company, Roger W. Clipp, chairman of the special NAB committee, indicated that it is expected other companies will make available similar protective policies.

According to an analysis by Chairman Clipp, the new Employers' policy provides (1) broad coverage in a single policy—libel, slander, copyright infringement and the infringement of dramatic and literary rights; (2) no burdensome provisions requiring performing rights licenses and verification of compositions for infringing material; (3) reasonable rates.

Members of the insurance committee, which for six months has investigated the insurance situation, include, in addition to Mr. Clipp: Bill Moore, WBNX, New York; C. R. Dean, CBS; Charlie Wall, NBC, and Lynne Smeby, NAB, secretary.

The NAB stated that the new policy may be purchased through any agent of Employers' Liability Assurance Corp. Ltd., or an insurance broker.

General Marine Plans

GENERAL MARINE Corp., Chicago, has named McJunkin Adv. Co., Chicago, as agency. Radio and sports magazines will be used. E. A. Trivil is handling the budget for McJunkin.

Chain Regulations Formally Revised

Normal License Period for Stations Now Two Years

FORMALIZING its action of Oct. 11 in modifying the chain broadcasting regulations as specified in its supplemental report [BROADCASTING, Oct. 13-20], the FCC last Tuesday announced amendment of those paragraphs of the rules and regulations affected by the order.

The normal license period of all broadcast stations, pursuant to the chain regulations, was extended to two years. It was explained at the FCC, however, that stations must file renewal applications as prescribed under their existing licenses, with the renewals then to be extended for the new term, which may be for more or less than the two-year period in order to comply with the new requirements. In no event, it was stated, will a license be issued for more than two years and four months, while others may be issued for less than one year, to fill out a given tenure.

Staggered Penalties

Licenses are staggered by frequencies in six categories under the existing system. These categories will remain the same, it was declared. The renewal dates are Feb. 1, April 1, June 1, Aug. 1, Oct. 1, and Dec. 1.

The Commission's public notice, formalizing the chain-monopoly regulations, follows:

> Pursuant to its Supplemental Report on Chain Broadcasting of Oct. 11, 1941, the Commission amended Sections 3.102, 3.103, and 3.104 (pertaining thereto) and, at the same time, amended Section 3.34, extending the normal license period of all standard broadcast stations to two years, with expiration date of licenses on the various frequencies listed, and Section 4.3 (re license period for broadcast stations other than standard, and renewal of licenses).

Spots for Hope Book

PEPSODENT Co., Chicago (dental products), is using 17 markets the week of Nov. 10 to promote Bob Hope's autobiography, *They Got Me Covered*, in one-minute announcements plugging a new over-the-counter deal in which the book can be purchased for 10 cents plus any Pepsodent product. Agency is Lord & Thomas, Chicago.

KPQ Joins Blue

KPQ, Wenatchee, Wash., on Nov. 10 joins NBC-Blue bringing the total of Blue stations to 168. Station is owned by the West Coast Broadcasting Co., and operates with 250 watts on 1490 kc. unlimited, but has a construction permit for 1,000 watts daytime and 500 night, on 560 kc.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

KINY
"The Friendly Voice of the Capital"
"Hey Fellows!"
When you buy KINY, you are buying into the heart of the wealthiest per capita United States market — Alaska!
Executive Offices
Am. Bldg., Seattle, Wash.
1000 WATTS · 5000 WATTS UNDER CONST.
Juneau · Alaska
JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

INS
Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".
INTERNATIONAL NEWS SERVICE

Sales through the air
WING
Dayton, Ohio
5,000 WATTS
Day and Night
NBC RED & BLUE
National Representatives
PAUL RAYMER CO.
buy WING—get WIZE (BONUS STATION)
DAYTON, O. SPRINGFIELD, O.

You Can Dominate the Omaha Great Plains Market
WITH
WOW
OMAHA, NEBRASKA
On the RED Network
590 KC 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co Representatives

Plans for Priorities Advisory Group For Communications Near Final Stage

PLANS to vest priorities advisory power for the communications industry in the Defense Communications Board were nearing the final stage over the weekend. An expected directive from the Office of Production Management had not been announced, however.

It was understood that FCC and DCB Chairman James Lawrence Fly would meet with Donald M. Nelson, priorities Division director, during the Nov. 10 week to renew discussions of the plan, under which DCB may receive broad power to recommend to the OPM Priorities Division on priorities matters for the entire communications industry, including broadcasting It is expected such a plan, with the specialized knowledge of DCB experts dovetailing with the experience of the OPM organization, would greatly improve the position of the entire industry in priorities matters [BROADCASTING, Nov. 3].

Rationing Plan

Recommendation of communications priorities policies to SPAB, including the rationing of communications service according to relative importance, is understood to be a major power to be granted DCB under the plan. OPM is known to be considering the proposition, regarding DCB and its Priorities Liaison Committee, or some other body to be constituted under DCB, as a clearing house for priority problems. It is believed delay has arisen through the desire of the OPM Legal Division to clear up technical details.

Within the industry it is felt the plan will speed materials for operation and maintenance. A whole new priorities section under DCB, might be necessary, with fulltime paid personnel.

Another development came Thursday with release by the Office of Price Administration of a letter from OPA Administrator Leon Henderson requesting "all manufacturers of radio receiving sets, radio-phonograph combinations, radio parts or radio-phonograph combination parts to maintain prices of these products at the level prevailing Oct. 15, 1941". His letter, indicating the Federal attitude from the consumer approach, asked manufacturers also for an "expression of your willingness to cooperate". During the last week OPM also again urged manufacturers in all fields to consider means of reduring the number of varieties for styles in their products.

It was learned the OPM Civilian Supply Section has on occasion granted necessary priority rating to a broadcaster needing a transmitter tube replacement. It is understood a tentative definition of an emergency provides that if a broadcaster has installed his last spare tube of a particular size and is without spares, he can obtain, through proper application, one replacement tube.

Aveyard to MacFarland

A. E. AVEYARD, nationally known advertising figure, last Friday joined Hays MacFarland & Co., Chicago, as a partner and vice-president. He has acquired a stock interest. Name of the firm has been changed to MacFarland, Aveyard & Co. No change in executive personnel is planned. Mr. Aveyard entered advertising with Campbell-Eward Co., Detroit, moving to Lord & Thomas in 1925 where he later became executive vice-president in the home office in Chicago as well as a member of the board. After that he became vice-president, general manager and a director in the Chicago office of BBDO. Hays MacFarland & Co. was formd in 1929.

Hammond Dealers

HAMMOND INSTRUMENT Co., Chicago, has launched a cooperative spot announcement campaign with local dealers on a share-cost basis, to promote its new Hammond Solovox. Announcements will be one-minute transcriptions of background music played on the Solovox with dialogue and provision for local dealer mention. Each skit is a dramatization with a man, a girl and a musician demonstrating typical Solovox approximations of musical instruments. Agency for Hammond is George H. Hartman Co., Chicago.

Laco Soap Spots

LACO PRODUCTS Inc., Waltham, Mass. (castile soap and shampoo), is planning a campaign of one-minute transcribed announcements to get under way within a week or two on an undisclosed number of stations. Joseph Katz Co., Baltimore, Md., the agency, is working out details.

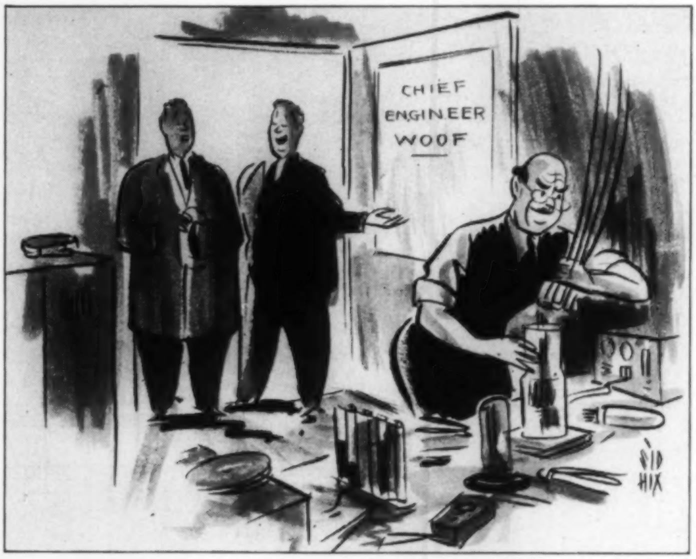
London Bells

ONE of the problems to be solved when John Gunther and Leslie Howard appear as guest experts while sitting in a BBC studio in London on Nov. 14 broadcast of American Tobacco Co.'s *Information Please*, is a code to substitute for the usual raising of hands, to be used by the guests 3,000 miles away. But Clifton Fadiman, m.c., came through with the solution: When Gunther wishes to answer, he will let Fadiman know by ringing a bell in the London studio. When Howard thinks he has the dope, he signifies by pressing a buzzer. Kieran and FPA from NBC studios will be the other members of the board of experts for the evening.

WGN and AFM Accord For Musicians Adopted

DETAILS of agreement reached between WGN, Chicago, and Chicago Federation of Musicians, Local 10 setting up special scale and provisions of employment for musicians on W59C, station's FM outlet, were announced in the November issue of the Local's monthly organ, *Intermezzo*, as follows: Musicians, $60 a week, three hours work in a period of six consecutive hours, five days a week, with the conductor receiving $10 per week extra. Record turners, $60 a week, four hours consecutive employment, five days a week. All overtime to be paid at a rate of $4 per hour.

"In consideration of the employment of nine staff musicians on W59C only," the bulletin states, "the regular staff musicians now employed on WGN are permitted to play on W59C within their basic hours." Although the scale is 50% less than regular broadcasting scale, there are possibilities for added employment since there are 10 applications on file for FM stations in the Chicago area, according to the bulletin.



Drawn for BROADCASTING by Sid Hix

"He Kept Us On the Air by Rebuilding Tubes With Aluminum He Gets Out of Beer Caps!"

KOB Contests Standin Of NBC in Its Appe

DECLARING that NBC has standing under the law to prot the FCC's action in granting "special service authorization" KOB, Albuquerque, under whic that station would operate with kw. day and 25 kw. nighttime pow on 770 kc., KOB Counsel W. Theodore Pierson last Thursday fil with the FCC an answer to th brief of NBC on hehalf of WJZ NBC-Blue key in New York, pre ently enjoying a 1-A status on th 770 kc. clear channel.

The KOB answer, which aske denial of the NBC petition, a fe days after Counsel Pierson ha filed an application to modify th KOB authorization to a straigh 50 kw., night and day.

The KOB grant, which bears al the earmarks of a clear-channe breakdown, also drew protest fro KXA, Seattle, whose counsel, T. F Littlepage Jr., last Monday an Tuesday filed an opposition brie and an appending letter asking th FCC to set aside and rescind th Oct. 15 KOB order. Referring t the KOB grant, made without hea ing or application by KOB, on th FCC's own motion. as "a most i regular proceeding", Counsel Littl page in his letter cited engineerin findings that the proposed 50 k operation of KOB on 770 kc. woul cause serious interference to KX service. KXA also operates on 7 kc., limited to WJZ, the dominar station on that channel.

The Commission was asked not extend the KOB authorities to kw., instead either assigning t station to a frequency other th 770 kc. or requiring that KOB ad quately protect KXA by installi a directive antenna, reduci power, or both.

Two Television Imag Synchronized by NB

NEW TECHNICAL developme called by NBC engineers "tying two synchronizing generators radio," was tried out for the f time Nov. 4 on WNBT, NBC's te vision station, so televiewers w able to follow election returns the same time they watched p fessional wrestling matches fr Ridgewood Grove, Brooklyn.

To accomplish this, it was ne sary to join one image from M Manhattan—the election retu from Radio City—with anot image, radioed from Brooklyn trick which required that the units be in absolute synchroni A running box-score of the may alty race was faded in at the top the wrestling image at frequent tervals giving the major part the election returns during bouts.

The new development now ma it possible for engineers to sw from Radio City's television stu to the mobile unit, without ei a blank screen or an unsta image on the receiver. The sp sor's message also may be su imposed on an image or the tion's call letters can be sh without interrupting the tele feature.

KFQD, Anchorage, Alaska, has pointed Homer Owen Griffith of H wood as its national advertising resentative.

OUT FRONT
WITH NEW ENGLAND SPORTS FANS ....
10

AROUND the sports calendar, season-in and season-out, The Colonial Network, through A 1 service, has won a following of loyal listeners that is unquestionably the largest in New England.

Football . . . baseball (American and National League Games) horse racing . . . hockey . . . basketball . . . track meets . . . sports events of all types are broadcast in greater number by The Colonial Network than by any combination of stations, or single station, in New England.

This is just one segment of the huge market reached by The Colonial Network, with its wide coverage and 19 locally accepted, key-buying-area stations.

It has successfully sold cereals, razor blades, gasoline, cigarettes . . . and numberless products appealing to all listeners.

Before you make New England radio commitments, get the facts about the network that does an effective selling job . . . economically.

WAAB	Boston	WSAR	Fall River	WATR	Waterbury	WCOU	Lewiston Auburn
WEAN	Providence	WSPR	Springfield	WBRK	Pittsfield	WSYB	Rutland
WICC	Bridgeport New Haven	WLBZ	Bangor	WNLC	New London	WELI	New Haven
WLLH	Lowell Lawrence	WFEA	Manchester	WLNH	Laconia	WEIM	Fitchburg
		WNBH	New Bedford	WRDO	Augusta		
		WTHT	Hartford	WHAI	Greenfield		

The Colonial Network

BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

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